



**MEKONG  
INSTITUTE**



# SIEM REAP ROADSHOW

**12 – 6 PM, 21 November 2022**

**ANGKOR GREEN GARDENS (FORMERLY CAMBODIAN CULTURAL VILLAGE)**

## 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 Siem Reap.

Culture and art performances



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

## SIEM REAP ROADSHOW AGENDA

<b>ANGKOR GREEN GARDENS</b> <b>(Formerly Cambodian Cultural Village)</b>		
<b>When</b>	<b>What</b>	<b>Who</b>
12:00 - 1:30 PM	Networking Lunch	All
1:30-1:40 PM	Welcoming Remarks	<b>H.E LONG Kosal</b> Deputy Director General of APSARA National Authority
1:40 - 1:50 PM	Project Overview and Roadshow Introduction	<b>Mr. Sa-Nga Sattanun</b> Program Manager, Mekong Institute
1:50 - 2:00 PM	Cultural Dance and traditional Arts Performance	TBC
2:00 - 2:20 PM	Introduction of Mobile Application System, Q&A	<b>Dr. Sangwon Park</b> Professor, College of Hotel and Tourism Management, Kyung Hee University
2:20 - 3:30 PM	The importance of digital content. How to create good content for the mobile app. Feedback on POI business profile data for the mobile application	<b>Ms. Catherine Germier-Hamel</b> CEO, Destination Mekong
3:30 - 3:40 PM	Coffee Break	All
3:40 - 4:00	Listening to the presentations on the topic of <ul style="list-style-type: none"> <li>• Understanding Korean Tourism &amp; Trade Industry</li> <li>• Korean market after COVID-19</li> <li>• Brief on Structure of Korean tourism industry</li> </ul>	<b>Ms. Daisy Park</b> Korea Team Leader of Sustainable and Smart Tourism Development Project
16:10 pm	Closing Remarks	<b>Mr. Kong Souen</b> , Deputy Director, Siem Reap Provincial Department of Tourism
<b>Exhibition Site</b>		
16:10 - 18:00	Showcasing Local products, cultural arts, sustainable tourism services etc.	

## 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

## Siem Reap 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 Siem Reap is scheduled on November 21, 2022. The event is expected to contribute to improving 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.





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, Siem Reap local food products and souvenirs hubs, Siem Reap fine arts and musical instruments associations, and sustainable tourism promoters through online media.

## Features of the Roadshow

1. **Validating business information of** key selected Points of Interest (PoI) from Siem Reap. The focus of this is on capturing creative and inspiring tourism practices for the content of the Mobile application, with the aim to improve the experience and quality of life of both visitors and host communities.

2. **Siem Reap 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** with local 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 Siem Reap offers.

6. **Interactive session** between local tourism enterprises and Korean tour operators based in Cambodia.

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

## Contacts

### Regarding the Siem Reap Roadshow event:

**Jasmine Lal Fakmawii**  
Program Coordinator  
Trade and Investment Facilitation  
Department

☎ 0649636303

✉ [lal@mekonginstitute.org](mailto:lal@mekonginstitute.org)

### Regarding the Sustainable and Smart Tourism Project:

**Mr. Madhurjya Kumar Dutta**  
Director, Trade and Investment Facilitation  
Department

☎ (+66) 43 202 411 ext. 2101

✉ [dutta@mekonginstitute.org](mailto:dutta@mekonginstitute.org)

**Mr. Sa-nga Sattanun**  
Program Manager  
Trade and Investment Facilitation  
Department

☎ 087 858 2628

✉ [sa-nga@mekonginstitute.org](mailto:sa-nga@mekonginstitute.org)