



# Sustainable Smart Tourism Development in the Mekong Region

Seoul, Korea | May 10, 2022

**Daisy Park**  
ROK project leader  
**Mekong Institute**



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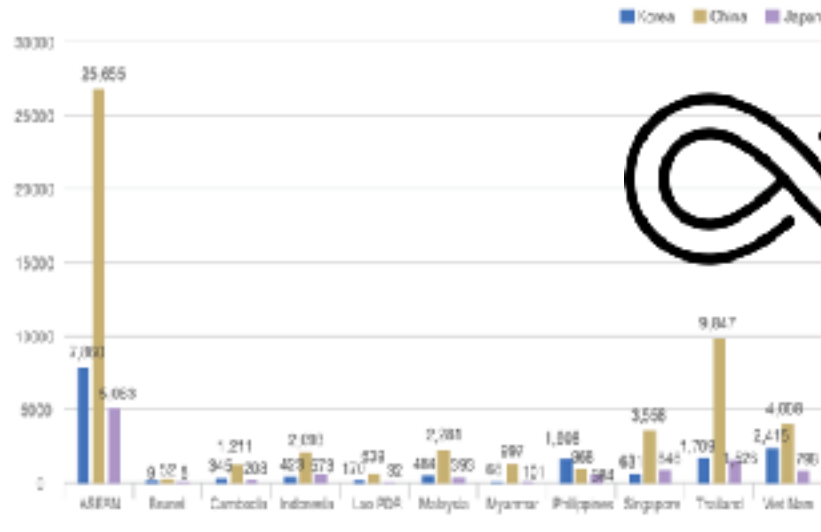
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Lessons learned &  
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# ROK 2<sup>nd</sup> Largest Source Market

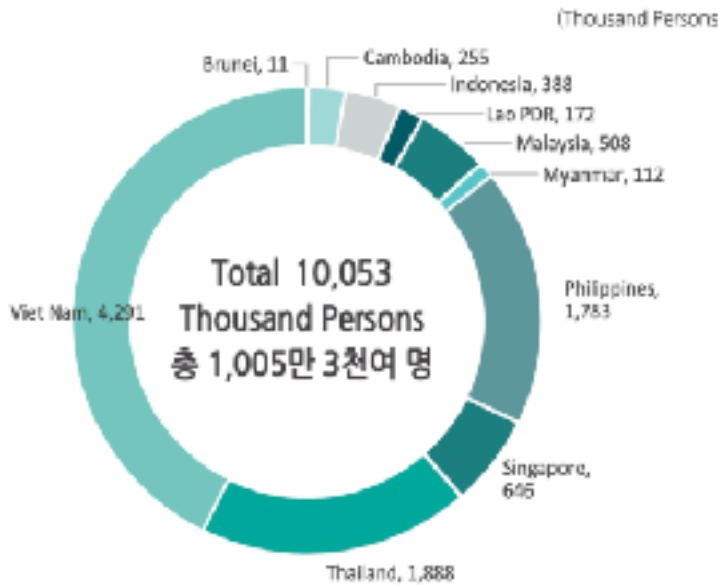
Visitors to ASEAN by Korea, China and Japan (2017)

아세안내 한국, 중국 및 일본 관광객 규모 (2017)



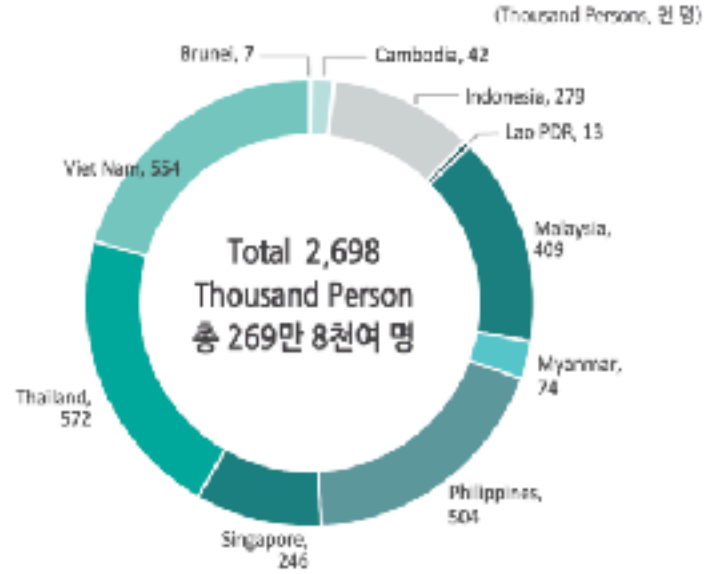
## Asia-Pacific the largest outbound market

# ROK-ASEAN P2P Exchange



**ROK > ASEAN**

베>태>필>싱>말>인



**ASEAN > ROK**

태>베>필>말>인

# Airlines Connectivity

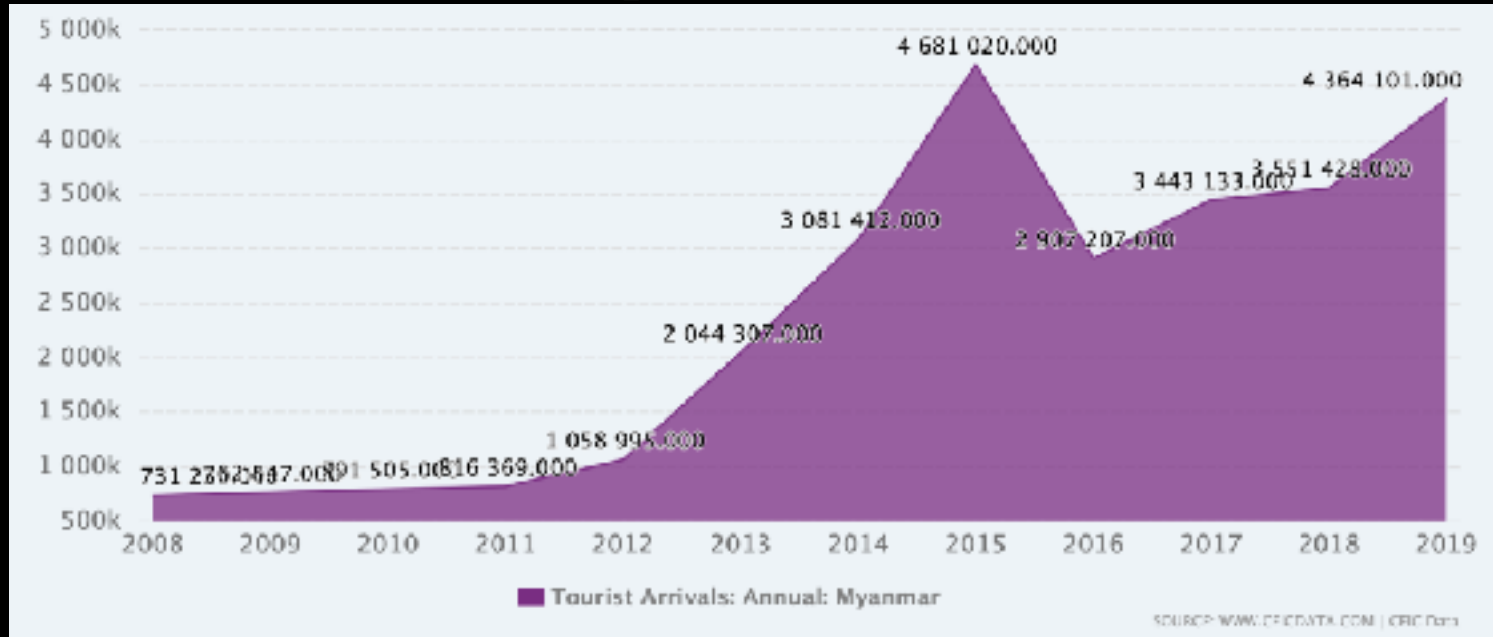
아세안 국가	운항(편)	여객(명)	화물(톤)
라오스	2,987	449,123	5,376
마카오	5,827	888,180	9,681
말레이시아	11,359	2,326,267	82,957
미얀마	758	119,955	4,827
베트남	54,270	9,862,635	338,388
브루나이	410	44,439	968
싱가포르	7,147	1,639,853	117,831
인도네시아	3,810	890,876	39,059
캄보디아	2,561	409,826	7,543
태국	22,489	5,010,830	137,527
필리핀	30,499	5,424,081	113,345

조회기간 : 2019.01 ~ 2019.12, 운항 : 전체, 지역 : 아시아, 국가 : 전체, 여객 : 전체, 화물 : 전체

베>필>태>말>싱>인

출처: <http://www.airportal.go.kr/knowledge/statsnew/main.jsp#>

# Visitors to Myanmar



Visitors to Mekong countries take 40% of total visitors to ASEAN and the number of visitors to CLMVT have seen tremendous growth over the past three years. Although Myanmar takes the smallest share among 10 ASEAN countries, the growth of visitors are highest. According to the Korea Tourism Organization, the number of Korean tourists visiting Myanmar in 2019 reached to 11,794, an increase of 53.5% from the previous year. (source: Korea Travel Times 2019)

# Packages to Mekong

하노이하롱베이엔드 AIR BUSAN

## 하노이특가

# 399,000원

1월 20일 [일요일]

스타드보트차량관광   수달연필관광   갯신사자사지오전   호지안방카관광

**좌석마감시조기종료상품입니다**

모두투어

하노이/하롱베이엔드

## 베트남 3박 5일

속이 짝한 베트남 여행

모두투어 T.MEN

표/일/기간 10, 11월 - 10.31(일)

## 2017 모두투어 여행박람회

# BIG SALE

덜 미리감기

본 여행박람회 참가자, 해외여행준비가 남은 남은 한여름

항공료	₩ 89,000
호텔/차/교통	₩ 189,000
오션/비행기/호텔/차/비행기	₩ 209,000~

부산 출발

대한항공 AIRBUS A350-900

## 방콕 & 파타야

대한항공 이스타 특가 관광PKG

### 5성급호텔 UPGRADE

대한항공	5월 5,6,12,13,19,26	499
이스타항공	5월 1,4,6,8	449
이스타항공	5월 7,12~14,18~21	379
이스타항공	5월 10,17	399

# be Indulged by Local Culture



# Stay One More Night

# Progress & Achievement



## Sustainable & Smart Tourism Development in the Mekong Region

(A1, A2)	Sustainable & Smart Tourism Programs	<ol style="list-style-type: none"> <li>1. Mekong Sustainable Tourism Contents development</li> <li>2. Build and operate e-platform</li> </ol>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook</li> <li>• Instagram</li> <li>• Blog</li> <li>• e-brochure</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="http://www.mekongsustainabletourism.com">www.mekongsustainabletourism.com</a></li> <li>• <a href="https://www.facebook.com/mekongstory">www.facebook.com/mekongstory</a></li> <li>• <a href="https://www.instagram.com/mekong_story">www.instagram.com/mekong_story</a></li> <li>• <a href="https://blog.naver.com/mekongstory">blog.naver.com/mekongstory</a></li> <li>• <a href="#">Download PDF</a></li> </ul>	Completed
(A3, A4)	“Post Pandemic Ready” Training & Visit Programs	<ol style="list-style-type: none"> <li>1. Regional Workshop and Baseline Study</li> <li>2. Training on Designing and Building Digital Interactive Infrastructure</li> </ol>	<ul style="list-style-type: none"> <li>• Workshop</li> <li>• Training</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Title:</b> Sustainable and Smart Tourism in the Post-Pandemic’</li> <li>• <b>Target:</b> 25 pax, Policy makers, Professionals and NTO staffs of CLMVT</li> <li>• <b>Date:</b> November 16th – 20th, 2020 via Zoom</li> <li>• <b>Title:</b> “Designing and building digital interactive infrastructure to seize opportunities in the post-pandemic world”</li> <li>• <b>Target:</b> 22 pax, Entrepreneurs, Students, Business leaders from CLMVT</li> <li>• <b>Date:</b> November 30 – December 4, 2020 via Zoom</li> </ul>	Completed

# Progress & Achievement



## Sustainable & Smart Tourism Development in the Mekong Region

(B1~4)	Korea-Mekong Hospitality Training & Mentoring	<ol style="list-style-type: none"> <li>1. Sustainable Tourism Curriculum development</li> <li>2. Training in the ROK</li> <li>3. e-Mentoring</li> </ol>	<ol style="list-style-type: none"> <li>1. Developed training curriculum</li> <li>2. Online training</li> <li>3. e-Mentoring</li> </ol>	<ul style="list-style-type: none"> <li>• <b>Title:</b> “the Mekong-Korea Training Program on Smart Sustainable Tourism and Business Outreach”</li> <li>• <b>Target:</b> 98 pax, Entrepreneurs, Students, Business leaders from CLMVT</li> <li>• <b>Date:</b> July 14 - August 13, 2021 (1st Batch), November 11 – 16, 2021(2nd Batch) via Zoom Cloud Meeting</li> <li>• <b>Title:</b> “Mekong-ROK HEROEST Mentoring Program”</li> <li>• <b>Target:</b> 20 pax, trainees from the training above</li> <li>• <b>Date:</b> January 22 - March 5, 2022 via Zoom Cloud Meeting</li> </ul>	Completed
(C1~3)	ROK-Mekong Twining of Historical, Cultural Cities	<ol style="list-style-type: none"> <li>1. Exchange Program</li> <li>2. Forum</li> <li>3. Road Shows in CLMTV</li> </ol>	To be carried out in 2022-2023	<p><b>UNESCO Heritage Cities of CLMVT</b></p> <ul style="list-style-type: none"> <li>• Cambodia : Siem Reap &amp; Kampot</li> <li>• Lao PDR : Luang Prabang &amp; Van Vieng</li> <li>• Myanmar : Bagan &amp; Inlay lake</li> <li>• Vietnam : Hue &amp; Hoi An</li> <li>• Thailand : Ayutthaya &amp; Kanchanaburi</li> </ul>	To be carried out

*©. TIMELY*

 **Local First**



# MEKONG INSTITUTE

“  
The GMS holds a strong position in cementing strategic regional alliances and accelerating economic growth for a robust Asia.



EXECUTIVE DIRECTOR

SURIYAN VICHITLEKARN

“  
MI's focus is to present innovative but safe measures to spur inbound tourism in the Mekong region.



DIRECTOR

MADHURJYA KUMAR DUTTA



Mekong Project Manager

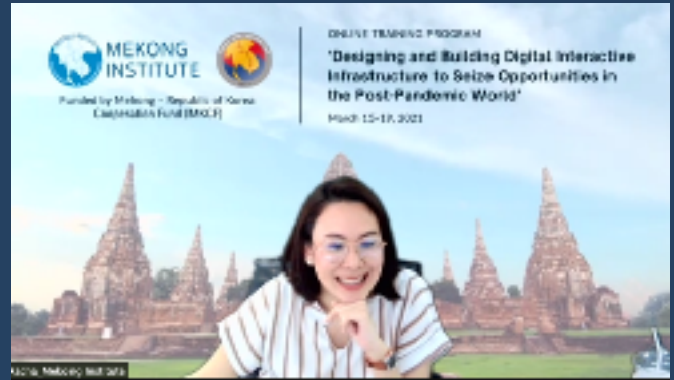
ROBBY ROSANDI



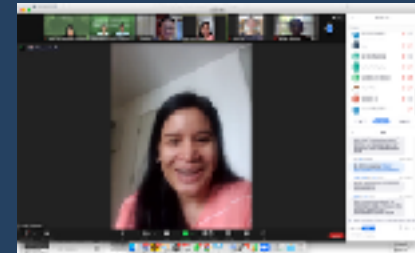
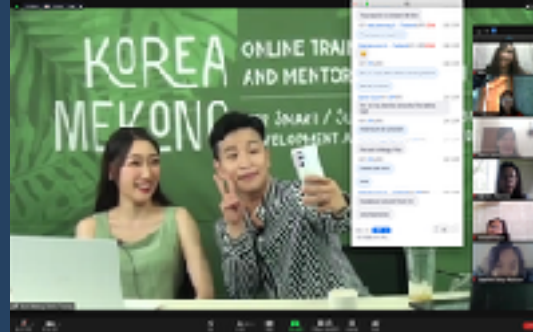
ROK Project Manager

DAISY PARK

# 1. GREAT TEAMWORK



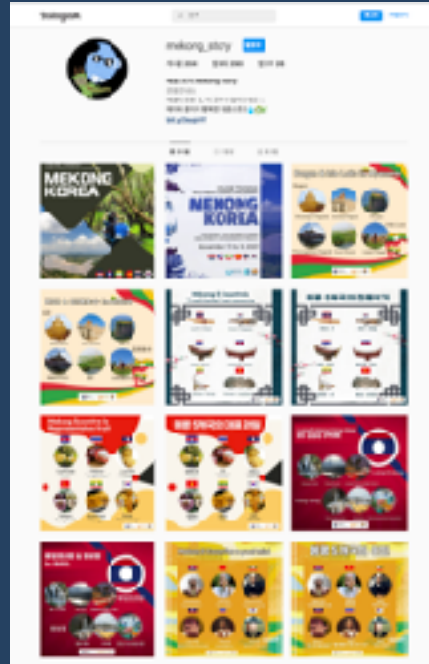




## ***2. ONE OF THE BEST CASES MEKONG-ROK COOPERATION***



# 3. SUSTAINABLE E-PLATFORMS



# PROFESSIONAL LECTURERS

SUSTAINABLE & SMART TOURISM AND GLOBAL BUSINESS OUTREACH



Foreign and incumbent entrepreneurs and live commerce experts in Korea shared practical know-how and experiences through an education program consisting of 10 lectures.

#MOJAcademy

### Multilateral Cooperation in Mekong Region

MOJEC (Myanmar-Overseas Trade Promotion Agency)  
MOJEC (Cambodia-Overseas Trade Promotion Agency)  
MOJEC (Laos-Overseas Trade Promotion Agency)  
MOJEC (Thailand-Overseas Trade Promotion Agency)  
MOJEC (Vietnam-Overseas Trade Promotion Agency)

MOJEC (Myanmar-Overseas Trade Promotion Agency)  
MOJEC (Cambodia-Overseas Trade Promotion Agency)  
MOJEC (Laos-Overseas Trade Promotion Agency)  
MOJEC (Thailand-Overseas Trade Promotion Agency)  
MOJEC (Vietnam-Overseas Trade Promotion Agency)

Global Business Alliance Korea

### SPECIAL LECTURERS

**OH Sinan**  
Chairman, Global Business Alliance  
The only and unique foreign business & exchange platform in Korea

**Hussain Elbanna**  
Founder and CEO of ArabKorea  
who is passionately driving business in Korea, etc.

### ONLINE TRAINING AND WEB LECTURE PROGRAM

# MEKONG KOREA

TOURISM, CULTURE, TRADE AND BUSINESS TRIP

November 1 to 7, 2021

### SPECIAL LECTURERS

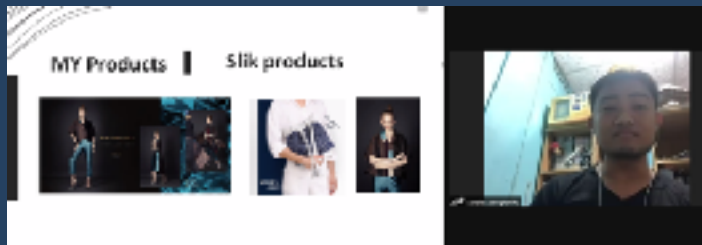
**Prof. Seung Wan Park**  
Department of Travel Tourism, Kyunghee University  
with the world class authority in the field of smart tourism

**Prof. Joohee Jang**  
Expert on ODA program in sustainable development management on trade and tourism

**Catherine GERMIER-HAMEL**  
Sustainable tourism practitioner and  
EPD of Destination Mekong and Mekong Basin Destination

# 4. NETWORKING WITH PROFESSIONALS





# 5. ACTIVE PARTICIPATION

PHOTO AND BLOG CONTEST

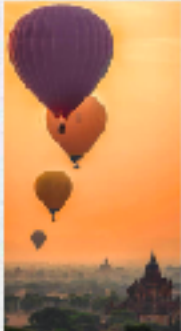


ECOLOGY

Seize the Moment

Healing Smart and Sustainable Tourism in the Mekong Region

HEALING



CULTURE

FOOD

HISTORY



# 6. SHARE TALENTS





**7. SO MUCH FUN!**

(Evaluation on Operation) Comments on Curriculum

88/147

Good

The curriculum was suitable for many different generations, we can find ourselves relating to different kind of topic

It's perfect.

very good

Nothing special

It is good curriculum

Very effectiveness

Useful and nice about the curriculum.

Perfect

(Evaluation on Operation) Comments on the program

89/158

The program is well prepared and very useful

Informative, systematic and well-organized

Very useful for sustainable tourism

It's a very interesting program, creative, Public relations, culture and chains of tourism.

They all are doing their best. Good team work, good job overall!

I am so interesting and useful on our work place.

The translation makes the program more difficult to stay attentive to. Also, for a program will suck as interesting content, there should be more immersive way of getting participants to feel related, motivated and therefore want to participate.

excellent.

## ***B. GREAT REVIEWS***



# PROBLEMS, CHALLENGES, ISSUES



# S

## Specific

What is the **specific task**?



**Building and Sharing**

Sustainable tourism Contents & Products

# M

## Measurable

What are the **parameters**?



**Number** of contents at e-platforms  
Trainees' **satisfaction**

# A

## Achievable

Is the task **feasible**?



**Information**  
 **Program**  
 **Training**  
On Mekong Sustainable Tourism

# R

## Realistic

Are sufficient resources **available**?



Lack of  
 **Cases**  
 **Experience**  
 **Updates**

# T

## Time-Bound

What are the start and end dates?



**Only 1 year left**

# LESSONS LEARNED



↓ Chance to collect cases, experience

↓ Interactions among participants

Changed Priority in choice of destination

↑ Reach & participation

↑ Diverse source of information

↑ Needs to Digitalization

Changed Priority in choice of itinerary

**Changed Philosophy and Mindset of the Travelers**

“Good is Cool in Travel”

“Diversity a Key for unlocking sustainability”

“Sustainable tourism for enhancing local economy”

# WAYS FORWARD



## 👉 Korean Travelers Inspired by Mekong

Roadshow for New opportunities

Baseline Study on Twinning Cities

Twining with Cities of Korea

Smart Tourism Contents & App



Keep in touch with Mekong local heroes

Collecting sustainable tourism best cases

Sharing creative contents on e-platforms

Cooperate with local tourism suppliers

**Mind:** Respect and Learn Mekong's local culture & heritage

**Action:** Eat, Fun, Stay like a Local

**Outcome:** My journey Inspired by local Contribute to local

“

This partnership will help deepen sustainable and smart tourism collaboration between Korea and Mekong countries.

**Ms. Daisy Park**

Republic of Korea Project Team Leader  
Sustainable and Smart Tourism Development  
in the Mekong Region Project

Seoul, Republic of Korea / September 11, 2020



*"Mekong has ultimate cultural and natural diversity and authenticity and we help visitors experience the true value of Mekong post-Pandemic through Mekong Smart & Sustainable Tourism Project under Mekong-Republic of Korea Cooperation Fund (MKCF) in partnership with MI."*

**Sustainable tourism Mekong Story**

- [www.mekongsustainabletourism.com](http://www.mekongsustainabletourism.com)
- [www.instagram.com/mekong\\_story](https://www.instagram.com/mekong_story)
- [blog.naver.com/mekongstory](http://blog.naver.com/mekongstory)

- [Email\\_DaisyParkKorea@gmail.com](mailto:DaisyParkKorea@gmail.com)
- [Facebook\\_daisyparkkorea](https://www.facebook.com/daisyparkkorea)
- [Instagram\\_daisyparkkorea](https://www.instagram.com/daisyparkkorea)