



**MEKONG
INSTITUTE**

PROGRAM INFORMATION

Online Regional Training Program

**Promoting Resilient and Sustainable Tourism for
Post- COVID-19 Recovery in the Lancang- Mekong Countries**

September 12-23, 2022

Supported by Yunnan Provincial Government of P.R. China

1. Background

The Lancang-Mekong (LM) Subregion is a popular hub for international tourists. In the subregion, the PRC and Thailand have been the most popular destinations, with visitors to CLMV countries keep increasing over the years. It was largely attributable to the increasing bi-lateral, regional and global initiatives such as Belt-and Road (BRI) Initiatives and improvement made in communication, infrastructure networks and tourism-friendly services.

Despite projections of continued, albeit uneven growth, in the tourism sector in the subregion, the ongoing pandemic has immobilized it along with other industries. International arrivals in the region have dropped by more than 80%, putting the travel and tourism industry, as well as related sub-sectors at risk. Within two years of the pandemics, the LM governments have cautiously piloted creative strategies such as Snow Tourism in China and Travel Bubble Initiatives in Thailand to restore tourism and travel industry by setting cross-disciplinary collaboration with public health sector. Between May and June, 2022, Cambodia, Lao PDR, and Thailand are attempting to open up their countries for tourism again. At the regional level, the governments have convened the dialogues such as "Destination Mekong summit" and "Lancang-Mekong Tourist Cities Cooperation Alliance Conference" to discuss ways to restore tourism during and after the COVID-19 crisis.

Taking the lessons from the pandemic, the dialogue on tourism recovery is increasingly steering toward sustainability and resilience. The experts recommend that the countries should take the pandemic as a transformative opportunity to promote eco-tourism, nature conservation and decent work for local people. Working closely together with the LM governments for successful economic recovery, Mekong Institute (MI) is organizing a capacity development program which includes a webinar and a training on "Promoting Resilient and Sustainable Tourism for Post-COVID 19 Recovery in the Lancang-Mekong Countries" on September 12-23, 2022.

2. Objectives

The program aims to contribute to tourism sector recovery plans in the LM countries by exchanging good practices and challenges. The specific objectives of the events are to

- improve understanding on resilient and sustainable tourism;
- identify strategies to enhance multi-sectoral coordination for tourism recovery in the LM Countries;
- enhance insights over leveraging disruptive technologies to strengthen competitiveness of the sector; and
- improve relations among practitioners, policy makers and trainers who are working on tourism and travel industry in the region.

3. Tentative Agenda (September 12-23, 2022)

Webinar		
Day 1: September 12, 2022		
Time	Activity/Topics	Resource Person/Speaker
Webinar on Promoting Sustainable and Resilient Tourism		
08:15-09:00	Registration	
09:00-09:10	Open Remarks	MI Executive Director
09:10-09:20	Key-Note Speech	Mr. Chen Dehai ASEAN-China Center
Session 1: Strategies for Tourism Sector Recovery in the LM Countries		
09:20-09:40	Reimagining Mekong Tourism Future in the Post-pandemic World	Ms. Suvimol Thanasarakij Mekong Tourism Coordination Office (MTCO)
09:40-10:00	Promotion of Cultural Tourism for Rural Development	Dr. Li Jing China Tourism Research Institute
10:00-10:20	Strategies for Promoting Sustainable and Resilient Tourism in Thailand	Mr. Phirapat Iamkam Tourism Authority of Thailand (TAT)
10:20-10:30	Q and A	
10:30-10:40	Coffee Break	
Session 2: Innovation and Meaningful Partnership for Rebuilding Tourism Sector		
10:40-11:00	Perspective from Private Sector towards the Resilient Hospitality and Travel Industry	Mr. Peter Semone Pacific Asia Travel Agency (PATA)
11:00-11:20	Promoting Biodiversity-Based/Eco-friendly Tourism	Dr. Petch Manopawitr
11:20-11:40	Leveraging Digital Technologies for the Tourism Sector	Mr. Yang Li United Nation World Tourism Organization (UNWTO)
11:40-11:50	Q & A	
11:50-12:00	Way Forward and Closing	

Training Program		
Day 2: September 13, 2022		
Module 1: Current Travel and Tourism Situation and Recovery Plans in the Lancang-Mekong Countries		
09.00-09.30	Setting the context Getting-to-know each other	MI
09.30-09.45	Coffee Break	
09.45-10.05	Country Situation Exchange: Cambodia	MI and Participants
10.05-10.25	Country Situation Exchange: China	MI and Participants
10.25-10.45	Country Situation Exchange: Lao PDR	MI and Participants
10.45-11.00	Short Break	
11.00-11.20	Country Situation Exchange: Myanmar	MI and Participants
11.20-11.40	Country Situation Exchange: Thailand	MI and Participants
11.40-12.00	Country Situation Exchange: Vietnam	MI and Participants
Day 3: September 14, 2022		
Module 2: Building Resilient and Sustainable Tourism (Part 1)		
09.00-10.30	Resilient and Sustainable Tourism: Concept, Components, and Measures	Mr. Zhang Hailin Guilin Tourism University
10.30-11.00	Coffee Break	
11.00-12.00	Collaborative Governance in Tourism Management: Good Practices from China	Dr. Zhao Chen Guilin Tourism University
Day 4: September 15, 2022		
Module 2: Building Resilient and Sustainable Tourism (Part 2)		

09.00-10.00	Eco-cultural Tourism Community-based Tourism	Dr. Korawan Sangkakorn Center of Tourism Research and Development (Chiang Mai University)
10.00-10.30	Coffee Break	
11.15-12.00	Responsible Tourism	Dr. Pachernwaat Srichai CTRD (Chiang Mai University)
Day 5: September 16, 2022		
09.00-10.15	Perspectives of Tourism-related Industry toward Tourism Recovery: Sharing Experiences of Best Practices , Challenges, and Preparedness for Recovery	Participants
10.15-10.30	Coffee Break	
10.30-12.00	Perspectives of Tourism-related Industry toward Tourism Recovery: Sharing Experiences of Best Practices, Challenges, and Preparedness for Recovery	Participants
(Saturday and Sunday)		
Day 6: September 19, 2022		
Module 3: Technological Disruption in Tourism and Travel Industry		
09.00-10.30	Trends of Disruptive Technologies in Tourism Industry	Dr. Ahyoung Yoon Kyung Hee University
10.30-10.45	Coffee Break	
10.45-12.00	Utilization of Innovative Technology in Tourism Industry	Dr. Ahyoung Yoon Kyung Hee University
Day 7: September 20, 2022		
09.00-10.15	sustainable Consumption and Production (SCP): Promoting Sustainable Supply Chain Management for MSMEs in Tourism	(TBC)
10.15-10.30	Coffee Break	

10.30-12.00	Sustainable Consumption and Production (SCP): Promoting Sustainable Supply Chain Management for MSMEs in Tourism	(TBC)
Day 8: September 21, 2022		
08.30-09.30	Action Plan Orientation and Grouping	MI
09.30-09.45	Coffee Break	
09.45-10.30	Action Plan Preparation	Participants
11.30-12.00	Action Plan Finalization: Tourism Recovery Project Development	MI and Participants
Day 9: September 22, 2022		
08.30-09.30	Action Plan Presentation	Cambodia China Laos
09.30-09.45	Coffee Break	
09.45-11.00	Action Plan Presentation	Myanmar Thailand Vietnam
Day 10: September 23, 2022		
09.00-09.30	Way Forward for Tourism Cooperation	
09.30-09.45	Monitoring and Evaluation Mechanism for Sustainable Tourism Project	
09.45-10.00	Coffee Break	
10.00-11.00	Reflection from GMS participants	
11.00-11.20	Closing Ceremony	