

AFTERNOON SESSION

SESSION 3.1 : INNOVATIVE SOLUTIONS OF PUBLIC AND PRIVATE SECTORS IN REPUBLIC OF KOREA

TIME: 1:20– 2:30 PM (15 MIN EACH)

- 1.Packaging and Promoting Sustainable tourism for Mekong** by Mr. Hur Tae Woo CEO of Pitch by Pitch
- 2. Jeonju, Global Tourism Hub City** by Ms. KIM Yeonji, Head of International Affairs, Former Head of Global Marketing, City of Jeonju
- 3. From authenticity to Resilience: Implementing and Monitoring Sustainability to Rural communities** by Mr. Michail Toanoglou, Professor of Hospitality & Tourism Management, Director of International Program, Jeonju University School of Tourism & Culture
- 4. Sustainable tourism for Creative Economy** by Ms. Daisy Park, Mekong Sustainable Tourism Business Expert and the Representative of The Ministry of Tourism and Creative Economy Indonesia

SESSION 3.2 : INNOVATIVE SOLUTIONS OF PRIVATE SECTOR IN MEKONG HERITAGE CITIES

TIME: 2:30– 3:30 PM (10 MIN EACH)

- 1.Designing community and cultural based tourism products and services in Siem Reap** by Mr. Leangsreng Lim, Representative of Beyond Unique Escapes and Founder of Mango Journeys
- 2. Cultural Tourism: Empowering Local Artists in Traditional Textiles, Crafts, and Arts** by Mrs. Veomanee DOUANGDALA, Co-Founder, Ock Pop Tok Living Craft Centre, Luang Prabang
- 3. Community-based Agriculture Tourism** by Mr. Myo Min Zaw, Managing Director of the Inle Canoe Lady and the Boutique Canoe Services
- 4. An Nhien Garden's Journey to Sustainable Gastronomy and Wellness Tourism** by Ms. Nhien Nguyen, Co-Founder of An Nhien Garden Vegetarian Restaurant; and Representative of Moon River Cruises, Hue
- 5. Accessible and Inclusive Tourism in Ayutthaya World Heritage Site** by Mr.Nithi Subhongsang Managing Director of Nutty's Adventures Co.

3:30 PM - 3:45 PM

15 MINUTES COFFEE BREAK

SESSION 4: CEREMONY OF MOU SIGNINGS

TIME: 3:45 - 4:45

- 1.MOU between 3 Mekong Heritage Cities collectively (Siem Reap, Luang Prabang, and Ayutthaya) and Seoul City
- 2.MOU between 3 Mekong Heritage Cities collectively (Siem Reap, Luang Prabang, and Ayutthaya) and Jeonju City
- 3.MOU between Mekong TVET Institutes and Jeonju University's College of Culture and Tourism

Agenda Items for each MOU signing:

- Brief highlights of the MOU content by MC
- Inviting the signatories and witnesses to stage
- Signing of the MOU: 1). Signatories, 2). witnesses (photos will be taken in the meantime)
- Photos: All signatories and Witnesses will stand up holding up their respective MOU each for photos
- Shake hands and return to stage

CLOSING SESSION

4:45 -
5:00 PM

- Closing Remarks by Mr. Suriyan Vichitlekarn, Executive Director, Mekong Institute
- Day-2 Itinerary Orientation

Mekong Institute Team

DAY 2 JUNE 28, 2023

UNESCO SITES VISIT

Participants : Mekong Delegates



9 AM - 5 PM

A one-day guided tour to UNESCO heritage sites within Seoul city to learn about the best practices in preserving and conserving the cultural and historical heritages in Korea.



2

CHANGDEOKGUNG PALACE



1

DEPART



3

JONGMYO SHRINE



4

KOREAN LUNCH



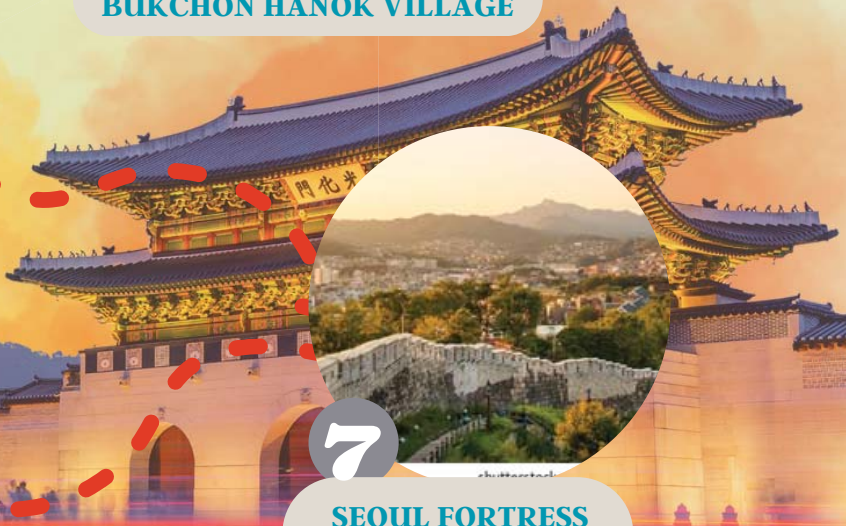
5

BUKCHON HANOK VILLAGE



6

DEOKSUGUNG



7

SEOUL FORTRESS WALL



8

RETURN

DAY 3: SYNTHESIS WORKSHOP

 JUNE 29, 2023 (9 AM - 12 PM)

 FRASER PLACE CENTRAL SEOUL

PARTICIPANTS: MEKONG DELEGATES

Reflections on Key Takeaways and Formulation of Strategic Roadmaps

GROUP DISCUSSIONS AND PRESENTATION BY COUNTRY



Discussion 1: Synthesizing new learnings and practical adoption of sustainable and smart tourism practices from other cities

Discussion 2: Identifying key challenges with potential solutions and assessing the feasibility of different approaches.

Discussion 3: Exploring investment needs and opportunities, as well as the resources required to achieve them.

Discussion 4: Outlining a rough roadmap with key action items and the key stakeholders involved to realize the plan.

Present:

Each country team will present their respective discussions results after each discussion (fill in PPT template provided)

CONTACTS

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