

Implemented by Mekong Institute (MI)



Supported by Mekong-Republic of Korea Cooperation Fund (MKCF)

Promoting Creative Industry for Heritage Tourism Development in the Mekong Region

Background

The Creative Industry (CI) plays a vital role in boosting the cultural tourism sector in the Mekong countries, significantly contributing to their economies. However, the COVID-19 pandemic has severely impacted this sector. This has put cultural skills and knowledge at risk, as workers leave in search of new opportunities. To address this issue, the Mekong Institute (MI) is currently implementing a three-year project on **"Promoting Creative Industry for Heritage Tourism Development in the Mekong Region,"** supported by the Mekong-Republic of Korea Cooperation Fund (MKCF).

Recognizing the CI as a medium to promote cultural tourism for social and economic inclusion, the project will work on empowering cultural practitioners and artists to utilize CI as a vehicle for growth. Through capacity development, exchanges and digital platforms, the project expected to strengthen targeted sectots in five Mekong Countries namely Siem Reap (Cambodia), Luang Prabang (Laos), Bagan (Myanmar), Ayutthaya (Thailand), and Hue (Vietnam).

Overall Objective

The project objective is to enhance the economic potential of the creative industries in the five Mekong countries by strengthening creative industries or cultural heritage conservation and tourism development in the World Heritage Sites for socio-economic recovery.



- 😒 Viet Nam
- 💿 Republic of Korea



TARGETED SECTORS

Micro, Small and Medium Enterprises (MSMEs); Heritage Site Management authorities; Provincial Government; National Government Agencies.

Project Support











Capacity Building

Platform Building Modular

Modular Training

Research/Study

Seminar/Forum



Project Activities

YEAR 1

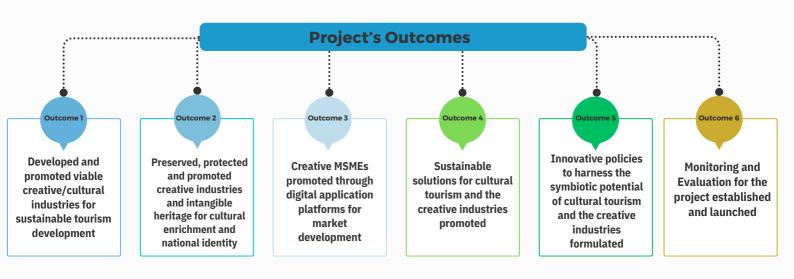
- Project Advisory Committee Meeting.
- Baseline study to map current status, challenges and prospects and develop a database of creative industries and associations in key sectors.
- Training on Business Plan Management and Development of the Creative Industry Association.
- Country-wise study to assess the legal, regulatory and institutional arrangements on Intellectual Property Rights (IPRs) of creative industries.
- Familiarization workshop on creative industries in the Republic of Korea.

YEAR 2

- Project Advisory Committee meeting.
- Training on Creative Marketing for Creative Industry Tourism.
- Artificial Intelligence for Mekong Heritage Application.
- Application on Sustainable Heritage Tourism's itineraries in five Mekong heritages cities.

YEAR 3

- Investment meetings in five Mekong heritages cities.
- Training on Creative Industry Cluster Management and Promotion.
- Cluster twinning activities such as joint programs on music, food, art, and textiles.
- Creative Cluster information profiles to the application system.
- Final evaluation and a PAC meeting to share the evaluation results and policy paper.



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