



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 sectors 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.

Project Support



Capacity Building



Platform Building



Modular Training



Research/Study



Seminar/Forum



PROJECT DURATION

3 Years

March 2024- February 2027



COUNTRIES

-  Cambodia
-  Lao PDR
-  Myanmar
-  Thailand
-  Viet Nam
-  Republic of Korea



TARGETED SECTORS

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



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.

Project's Outcomes

Outcome 1

Developed and promoted viable creative/cultural industries for sustainable tourism development

Outcome 2

Preserved, protected and promoted creative industries and intangible heritage for cultural enrichment and national identity

Outcome 3

Creative MSMEs promoted through digital application platforms for market development

Outcome 4

Sustainable solutions for cultural tourism and the creative industries promoted

Outcome 5

Innovative policies to harness the symbiotic potential of cultural tourism and the creative industries formulated

Outcome 6

Monitoring and Evaluation for the project established and launched



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