

**Developing a CAREC Tourism Strategy
2030 and a Regional Tourism
Investment Framework 2021-2025**

Break-Out Session

Key Points for Discussion



**Shared
Vision**



**Existing
Challenges**



**Proposed
Solutions**



**Regional
Clusters**



1. Defining our Collective Vision

- What would we like to achieve?
- How do we envision the tourism sector in the region by 2030?
- What is our common goal?

“By 2025, ASEAN will be a quality tourism destination offering a unique, diverse ASEAN experience, and will be committed to responsible, sustainable, inclusive and balanced tourism development, so as to contribute significantly to the socioeconomic well-being of ASEAN people.”

“Tourism in the Greater Mekong Subregion is integrated, prosperous, equitable, and resilient, with effective partnerships and knowledge management.”



2. Identifying Existing Challenges

- ✓ Connectivity and travel facilitation
- ✓ Education and skills development
- ✓ Branding and promotion
- ✓ Tourism infrastructure and services
- ✓ Etc.



3. Developing Regional Solutions

- How can such challenges be addressed through regional actions?
 - ✓ Regional projects and initiatives;
 - ✓ Capacity building and experience-sharing;
 - ✓ Etc.



4. Regional Tourism Clusters

- Building upon ongoing regional initiatives
- Addressing seasonality
- Combining primary and secondary destinations
- Based on geographical proximity and/or common themes

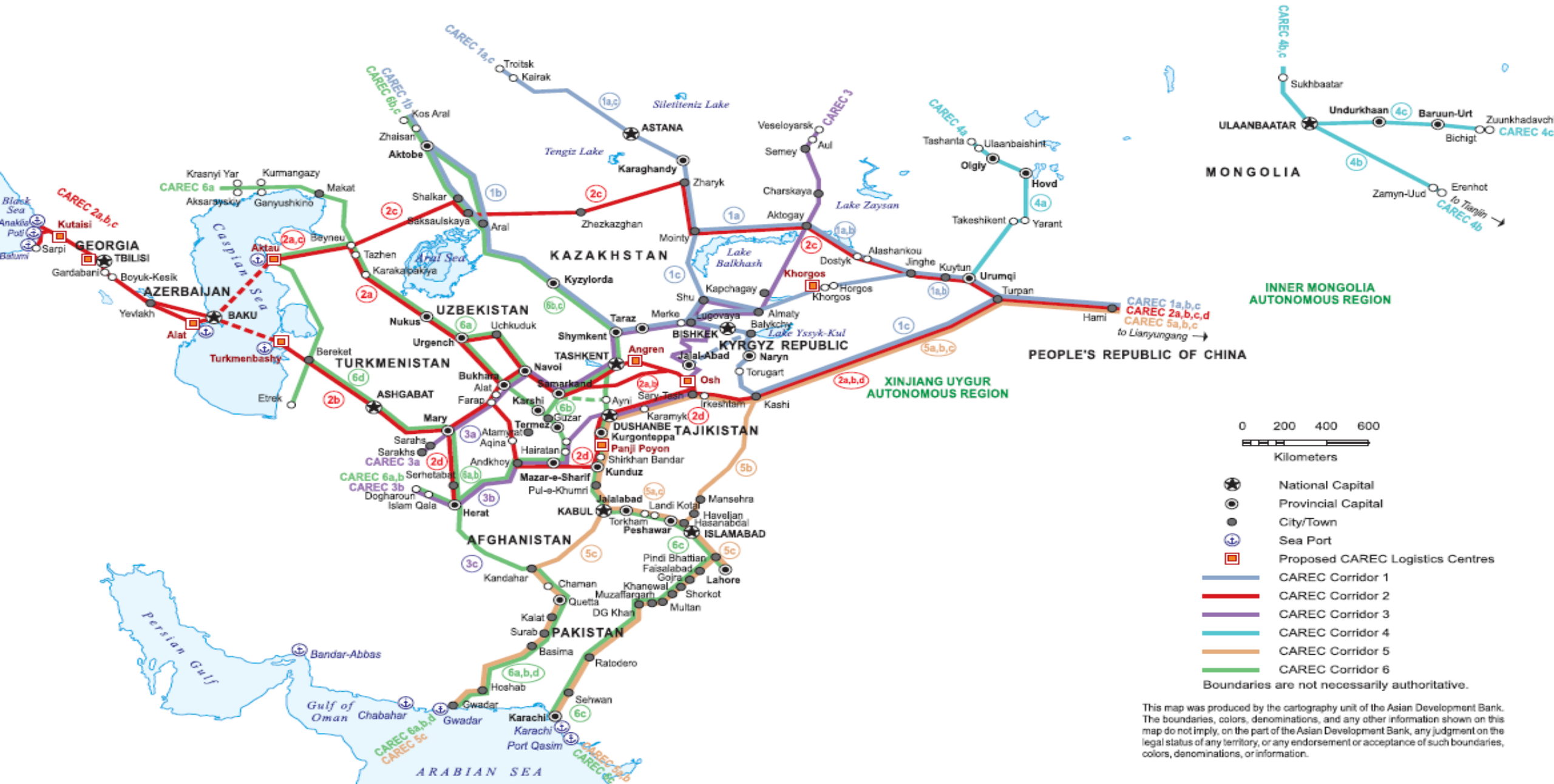
Format of the Break-Out Session

- 1. Each workshop participant will identify a proposed collective vision and three key challenges (5 min.)**
- 2. Group Discussions (50 min.)**
- 3. Group Presentations (10-15 min. per group), followed by Q&A**

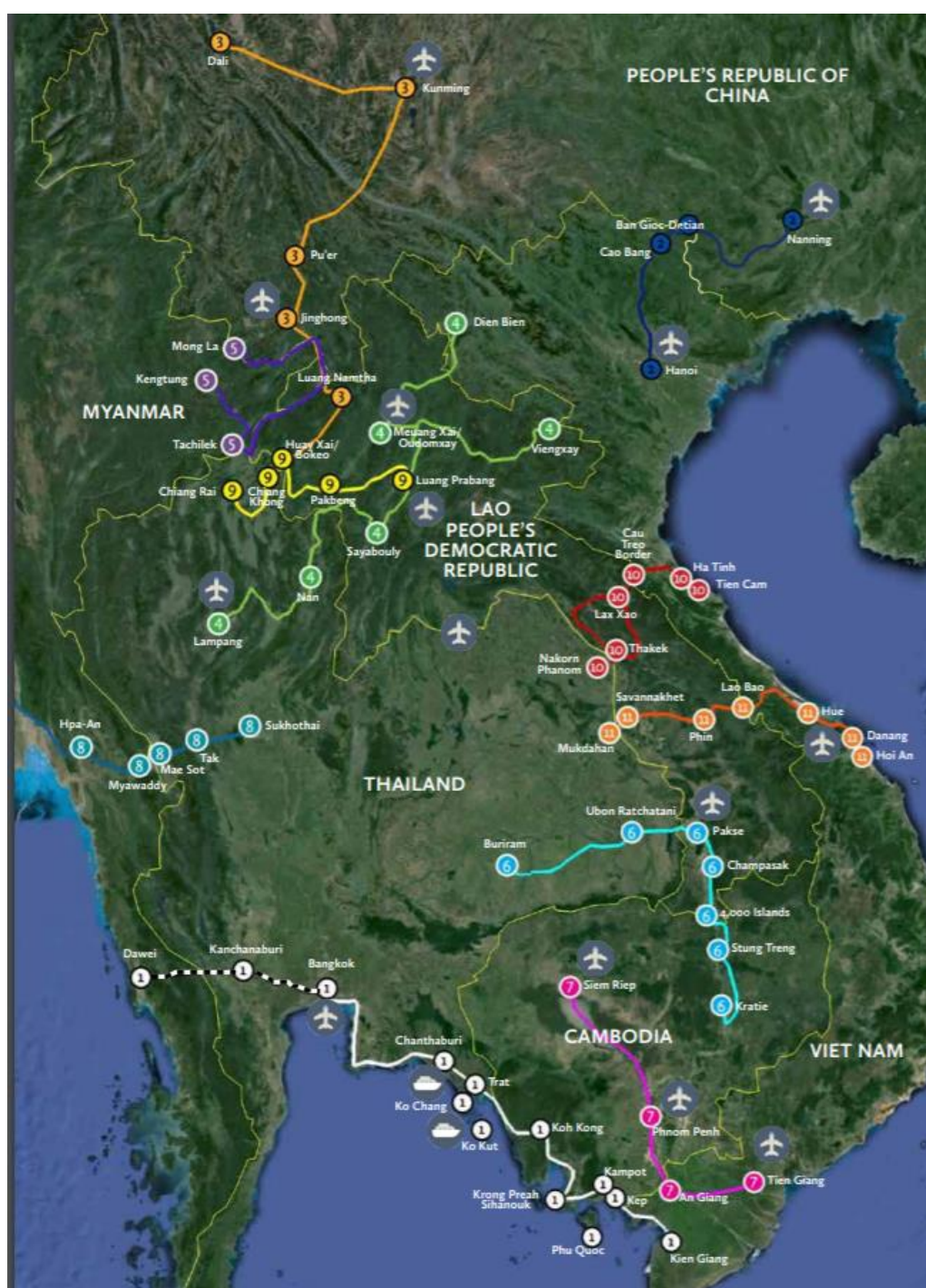
Group Discussions

- 1. What is our collective tourism vision towards 2030?**
- 2. What are the existing challenges that hinder tourism development in the region?**
 - Select 5 challenges and rank them in order of importance
- 3. What are the possible solutions to address such challenges through regional actions?**
- 4. What are the possible regional tourism clusters? What are their unique selling points?**
 - Identify at least 3 regional tourism clusters

CAREC Multimodal Corridor Network



This map was produced by the cartography unit of the Asian Development Bank. The boundaries, colors, denominations, and any other information shown on this map do not imply, on the part of the Asian Development Bank, any judgment on the legal status of any territory, or any endorsement or acceptance of such boundaries, colors, denominations, or information.



ROUTE	LEAD	MAIN EXPERIENCES	AREAS INCLUDED
1 Southern Coastal Corridor --- = proposed	Cambodia	Beach and islands, leisure, seafood, history, culture, community-based tourism	Thailand = Chanthaburi, Trat (Ko Chang, and Ko Kut) and Kanchanaburi (proposed). Cambodia = Koh Kong (Peam Krasop, Chiphat), Preah Sihanouke, Kampot, Kep (Kep Crab Market). Viet Nam = Kien Giang (Ha Tien, Phu Tu and Phu Quoc Island). Myanmar = Dawei (proposed)
2 Largest Waterfall in Asia	Guangxi Zhuang, PRC	Nature, ethnic groups, culture	Detian-Ban Gioc Cross-Border Waterfall . PRC = Nanning and Detian. Viet Nam = Ban Gioc, Cao Bang, and Hanoi.
3 Mekong Tea Caravan Trail East	Yunnan, PRC	River cruising, food, nature, ethnic groups, culture, ecotourism	PRC = Kunming, Dali, Pu'er, Ganglaba and Jinghong/Xishuangbanna. Lao PDR = Luang Namtha and Huay Xai/Bokeo. Thailand = Chiang Kong and Chiang Rai/Golden Triangle.
4 Northern Heritage Trail	Lao PDR	Culture, nature, history, community-based tourism	Thailand = Lampang and Nan. Lao PDR = Sayabouly, Luang Prabang, Viengxay and Meuang Xai/Oudomxay. Viet Nam = Dien Bien.
5 Mekong Tea Caravan Trail West	Yunnan, PRC	Ethnic groups, culture, ecotourism	Thailand = Chiang Rai, Mae Sai and Golden Triangle. Myanmar = Thachilek and Kengtung. PRC = Mong La and Jinghong.
6 Mekong Discovery Trail	Thailand	Mekong excursions, nature, history, culture, coffee, ecotourism	Thailand = Buriram and Ubon Rachathani (Kong Jiem). Lao PDR = Champasak (Pakse, Champasak and 4,000 Islands). Cambodia = Stung Treng and Kratie.
7 Cruising the Mekong Delta	Viet Nam	Mekong excursions, nature, culture, food	Viet Nam = Tien Giang (My Tho) and An Giang (Chau Doc). Cambodia = Siem Reap and Phnom Penh. Focus on day-excursions and multi-day international cruises.
8 The Middle Path	Myanmar	Culture, history, pilgrimage	Myanmar = Yangon, Bago, Khyatiktho (Golden Rock Pagoda), Hpa-An and Myawaddy. Thailand = Mae Sot, Tak and Sukhothai.
9 Mekong River Cruising in the Golden Triangle	Thailand	Mekong excursions, nature, culture, soft adventure	Thailand = Chiang Rai and Chiang Kong. Lao PDR = Bokeo (Houay Xai), Pakbeng and Luang Prabang. Focus on multi-day international cruises, day-excursions and sports events.
10 Route 8	Lao PDR	Nature, soft adventure, culture, history, pilgrimage, beach	Thailand = Nakorn Phanom. Lao PDR = Thakhek (The Loop, including all caves and attractions) and Lax Xao. Viet Nam = Cau Treo Border and Ha Tinh (Chua Huong Pagoda and Tien Cam beaches).
11 East-West Corridor	Viet Nam	Beach, culture, history	Viet Nam = Da Nang, Hoi An, Hue and Lao Bao. Lao PDR = Phin and Savannakhet. Thailand = Mukdahan.