



The Greater Mekong Subregion Experience in Formulating a Regional Tourism Strategy

**Regional Inception Workshop
3-4 December 2019**



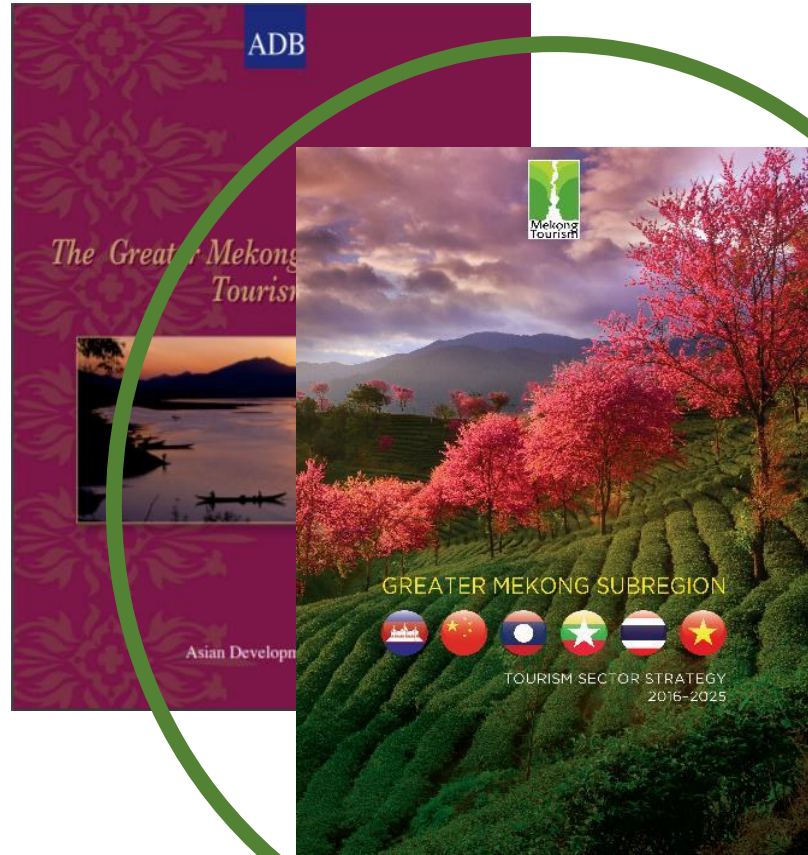
The Greater Mekong Subregion (GMS) Program

- Established in 1992
- 6 member countries
- ADB as Secretariat
- GMS Economic Cooperation Program Strategic Framework 2012–2022 and Ha Noi Action Plan 2018 – 2022
- 9 Sector Operational Priorities



Tourism in the GMS: A Snapshot

- ❑ Tourism Sector Strategy 2016-2025
- ❑ Tourism Working Group
- ❑ Mekong Tourism Coordinating Office



GMS Tourism Sector Strategy 2016 – 2025

Vision

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

Outcome

More competitive, balanced, and sustainable destination development

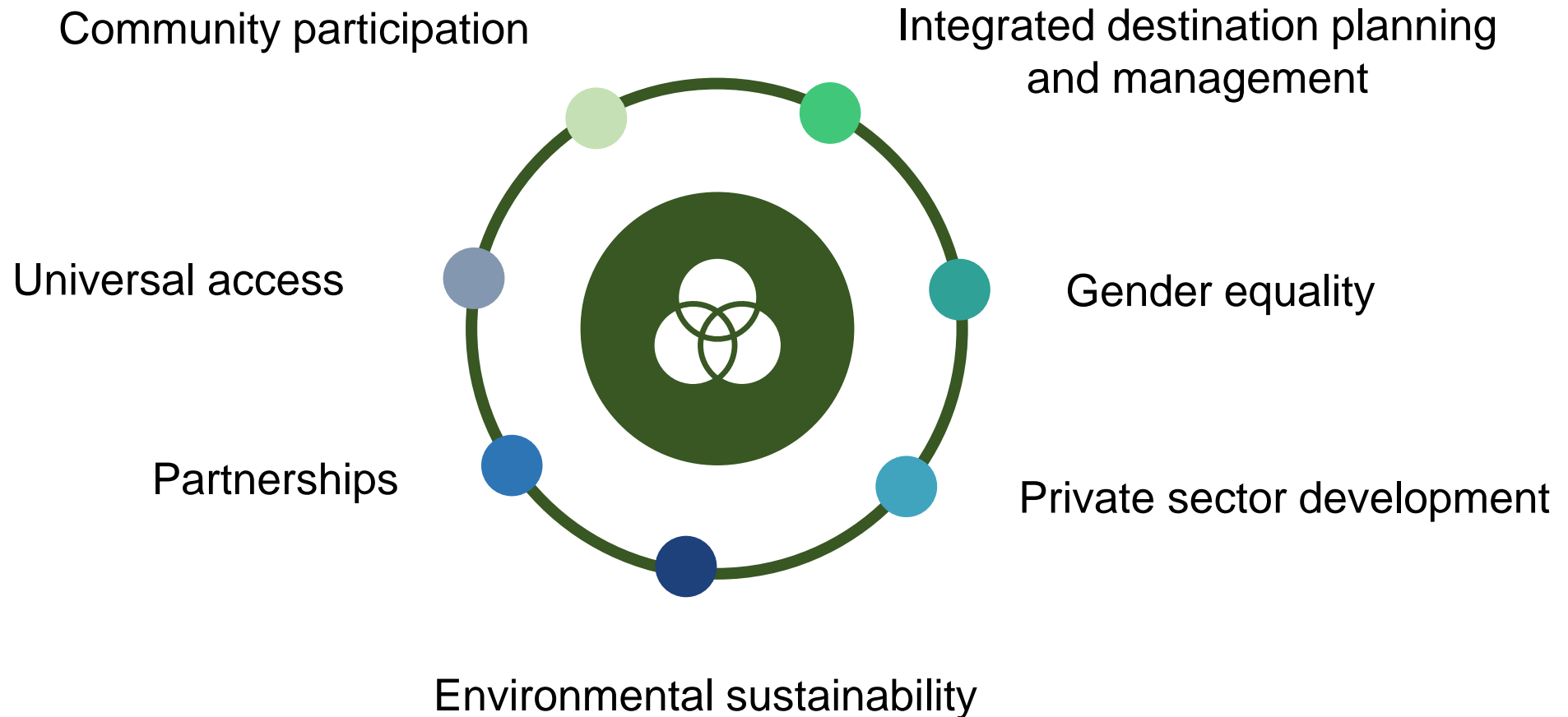
Aligned with Sustainable Development Goals, Paris Agreement, ASEAN Tourism Strategic Plan, GMS Strategic Framework, and other regional commitments

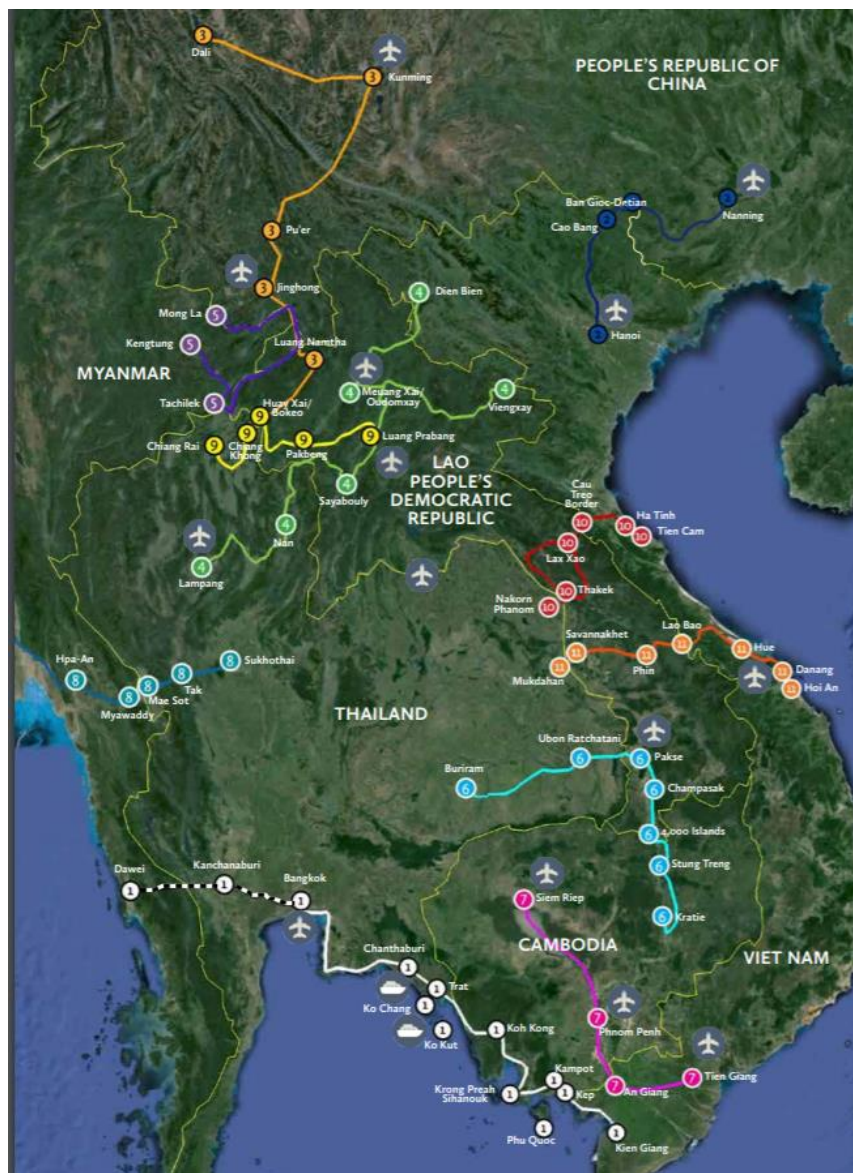


Strategic Directions and Programs

Strategic Direction 1 Human Resource Development	Strategic Direction 2 Improve Tourism Infrastructure	Strategic Direction 3 Enhance Visitor Experiences & Services	Strategic Direction 4 Creative Marketing and Promotion	Strategic Direction 5 Facilitate Regional Travel
Program 1.1 Implement regional skills standards	Program 2.1 Improve airports	Program 3.1 Create integrated spatial and thematic destination plans	Program 4.1 Promote thematic multicountry experiences and events	Program 5.1 Broaden implementation of air services agreements
Program 1.2 Capacity building for public officials	Program 2.2 Improve road access in secondary destinations	Program 3.2 Develop thematic multi-country experiences	Program 4.2 Position the GMS as a must visit destination in Asia	Program 5.2 Address tourist visa policy gaps
Program 1.3 Strengthen tourism enterprise support services	Program 2.3 Develop green urban infrastructure and services	Program 3.3 Implement common tourism standards	Program 4.3 Strengthen public-private marketing arrangements	Program 5.3 Improve border facilities and management
	Program 2.4 Improve river and marine passenger ports	Program 3.4 Facilitate private investment in secondary destinations	Program 4.4 Enhance market research and data exchange	
	Program 2.5 Expand the transnational railway system	Program 3.5 Prevent negative social and environmental impacts	Program 4.5 Raise awareness about tourism opportunities and sustainability	

Crosscutting Themes





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 Ratchathani (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.

Overall Strategy Planning Process



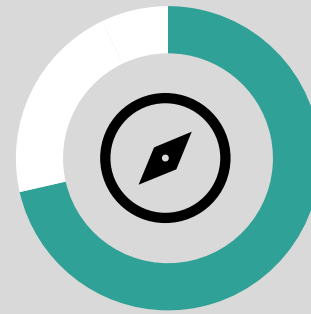
Phase 1

Integrated
situational
analysis



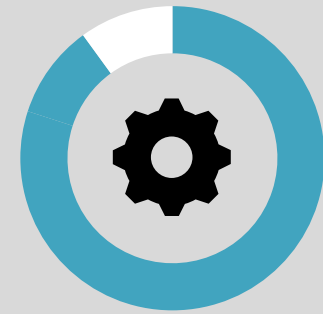
Phase 2

Planning and
policy
formulation



Phase 3

Development
of strategic
directions



Phase 4

Development
of strategic
actions

8 months

Key Activities and Milestones

1

- **Regional Workshop on Strategic Priorities for 10 Year GMS Tourism Strategy (May 2016)**

2

- **GMS Tourism Working Group meeting (July 2016)**

3

- **Second Regional Workshop at Mekong Tourism Forum (July 2016)**

4

- **National Workshops in Six Countries (July-Sept 2016)**

5

- **Development Partners Consultation (Oct 2016)**

6

- **Third Regional Workshop: GMS National Tourism Organizations (Oct 2016)**

7

- **Draft-final Updated Strategy (Oct 2016)**

8

- **Final Strategy Presented to GMS Ministers (Dec 2016)**

Lessons Learned

01 Tourism Strategy should be driven by public and private sector

- ❑ Fully consultative and participatory approach: three regional workshops, seven national workshops and development partners' meeting

02 An integrated approach driven by market research is crucial

- ❑ Visitors' expectations have to be met in terms of products, experience, services and infrastructure

03 Use of digital means is key, including during the formulation process

04 Selection of priority projects should be transparent and balanced

- ❑ Regional project eligibility criteria agreed by tourism working group



1. First strategy in a new operational area
2. Data gaps
3. Need to define sectoral institutional structure

CAREC



GMS

1. Strategy update
2. Wealth of information
3. Fully fledged regional and national tourism working groups





Thank you for your attention

