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**MEKONG
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WORKSHOP ON **‘Sustainable and Smart Tourism in the Post-Pandemic’**

November 16th – 20th, 2020

Via ZOOM application

Mekong-Republic of Korea Cooperation Fund Supported Project on
“Sustainable and Smart Tourism Development in the Mekong Region”



COMPLETION REPORT

ACKNOWLEDGMENT

We, Mekong Institute (MI), would like to express our appreciation to the 22 participants from Cambodia, Lao PDR, Myanmar, Thailand, and Viet Nam, for active engagement in the online regional workshop on ‘Sustainable and Smart Tourism in the Post-Pandemic’ from November 16th – 20th, 2020 via ZOOM application. The participants successfully completed all the workshop program activities, proactively contributed to the discussions, and sharing country experiences on related topic during the workshop.

The Regional Workshop could not be accomplished without the support from the Mekong-Korea Cooperation Fund (MKCF).

We would like to thank all resource persons for providing the technical expertise, sharing experience and best practices in sustainable and smart tourism development in the Mekong region and Republic of Korea.

Lastly, we wish to thank the Project Team of the Trade and Investment Facilitation (TIF) Department and all the Mekong Institute (MI) staff members involved for their support and assistance in preparation and completion of the workshop.

Trade and Investment Facilitation (TIF) Department

Mekong Institute

December 2020

EXECUTIVE SUMMARY

Background

The Mekong Institute (MI) conducted a regional workshop on Sustainable and Smart tourism in the Post-Pandemic on November 16th – 20th, 2020 via online ZOOM Application. The workshop is an integral part of the three-year project on “Sustainable and Smart Tourism Development in the Mekong Region” supported by Mekong-ROK Cooperation Fund (MKCF).

The Regional Workshop aims to provide a platform for the participants to (i) examine current status of sustainable and smart tourism development in Mekong countries during COVID19, (ii) understand the impact of COVID19 on tourism businesses and stakeholders in Mekong region, (iii) identify strengths and opportunities for Mekong countries through baseline study and mentoring, (iv) discuss strategies for tourism recovery in Mekong countries through cooperation with Republic of Korea, and (v) obtain suggestions and recommendations to further develop cooperation between Republic of Korea and Mekong countries to promote sustainable and smart tourism development against the backdrop of COVID-19.

The workshop was attended by 22 participants from selected locations in Cambodia, Lao PDR, Myanmar, Vietnam and Thailand representing national tourism authority, provincial tourism authority, local travel and tour operators, training and academic institutions related to travel and tourism.

The discussions focused on (i) Approaches to dealing with COVID-19 tourism slow down and case studies on sustainable tourism in action, (ii) Crisis to Opportunity: Positioning and key selling points of CLMVT post COVID-19, Ways to leverage online platforms to seize opportunities post-pandemic, (iii) Tourism and Trade: Understanding the South Korean consumers and behavior changes of Korean tourists, Case study from a leading social enterprise on Community-Based Tourism platform in Thailand, (iv) Tourism and Investment: The important of tourism linkages and how to increase impact in the post-pandemic world, Incentives mechanism for safe tourism reopening and economic recovery, (v) Smart Tourism: Opportunities in the post-pandemic world in the Mekong region, how K-Tech may benefit to tourism infrastructure and services.

The regional workshop was facilitated by technical expert from the World Bank, Mekong Tourism Coordinating Office, Korea Institute of Science and Technology (KIST), Center of Tourism Research - Wakayama University, The Sumba Foundation, Clickable Impact Consulting Group, Travelers Lab, IDUS, Local Alike, Rosie Holidays and the staff members of Trade and Investment Facilitation Department (TIF), Mekong Institute (MI).

Key discussion and results of the workshop are summarized as follows:

- All resource persons highlighted that safety and sanitation were the keys to ensure destinations will remain competitive in the post-pandemic world.
- The pandemic provided opportunities for destinations to rely less on imported foreign goods and instead sourcing out products and services from local area. This will help to increase local linkages in the tourism sector and allow the tourism dollars to truly benefit locals.
- This crisis is an opportunity to challenge traditional approaches to tourism. There has never been a greater need to use technology to facilitate tourism development and recovery than now.

- In terms of reopening strategy, destinations should focus on tourism products and services that can and will reopen first e.g. outdoor adventures, small resorts, hiking trails etc over mass tourism products.
- It is important for any tourism campaigns and approaches post-pandemic to be more inclusive and efficient. This can be done by including small and medium sized businesses in any of the promotion and recovery campaign.
- Korean government's 'New Southern Policy' facilitated stronger diplomatic and economic ties with Mekong countries. The time is now right for local Mekong businesses and entrepreneurs to start making connections and penetration into the Korean market.

The workshop evaluation showed that the workshop program met expectations and contributed to enhancement of knowledge and skills of participants. Participants also suggested some areas for further improvement by MI, including more participation of concerned government agencies for more inputs during discussions.

ABBREVIATIONS & ACRONYMS

FDI	Foreign Direct Investment
GMS	Greater Mekong Sub-regions
ICT	Information Communication Technology
KIST	Korea Institute of Science and Technology
Lao PDR	Lao People's Democratic Republic
MI	Mekong Institute
MKCF	Mekong-ROK Cooperation Fund
MTCO	Mekong Tourism Coordinating Office
ROK	Republic of Korea
RD&D	Research, Development and Demonstration
TIF	Trade and Investment Facilitation Department

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I. INTRODUCTION

Under the “Sustainable and Smart Tourism Development in the Mekong Region” project, Mekong Institute (MI), with support from the Mekong-Republic of Korea Cooperation Fund, is working to (a) strengthen the quality of hospitality and tourism services, (b) deepen collaboration between the Republic of Korea and Mekong countries through historical and cultural town twinning, and (c) enhance tourism competitiveness via smart technologies in Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam.

Republic of Korea (ROK) being the pioneer in leading sustainable and smart tourism through several initiatives in Jeju, Seoul, and others, the project intends to build a collaborative mechanism between Mekong countries and Korea to share best practices, develop institutional linkages, promote private investments, innovation, and technology transfer, knowledge and skill up-gradation.

The project covers three components that will benefit stakeholders in the tourism sector from Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam. These components include:

- Component A: Facilitating Smart Tourism Development in Mekong countries;
- Component B: Korea-Mekong Hospitality Training & Mentoring;
- Component C: Twinning of historical/cultural towns between the Republic of Korea and Mekong Countries.

The project objectives are to promote smart and sustainable tourism in the Mekong region and create smart cities to;

- (i) Increase the capacity of local experts, trained skilled staff in hospitality enterprise and public sector officials;
- (ii) Deepen cooperation among communities on business, social, and personal level by creating joint tourism niches;
- (iii) Promote exchanges and collaborations to preserve/conservate culture and historic sites through partnership agreements for twin city development;
- (iv) Stimulate the use of ICT/SMART technology in the tourism sector and adapt to current business models, and;
- (v) Increase the Mekong countries’ capacity in tourism inbound market.

In its first year of project implementation, MI is conducting a series of activities to boost the industry’s efficient resource management, competitiveness, and resilience against a COVID-19 landscape. It is also scheduled to launch the project’s website and social media channels to help (a) widen awareness of the value of smart tourism, (b) introduce new information on sustainable tourism practices, innovations, tools, and technologies, and (c) deepen engagement among tourism stakeholders.

Further to the success of e-platform and content development during the first year of project activities, MI is conducting the regional workshop on “Sustainable and Smart Tourism in the Post-Pandemic” from November 16th – 20th, 2020 via ZOOM application with the following objectives:

II. OBJECTIVES

The specific objectives of the workshop are to:

- examine current status of sustainable and smart tourism development in Mekong countries during COVID19
- understand the impact of COVID19 on tourism businesses and stakeholders in Mekong region
- identify strengths and opportunities for Mekong countries through baseline study and mentoring
- discuss strategies for tourism recovery in Mekong countries through cooperation with Republic of Korea
- obtain suggestions and recommendations to further develop cooperation between Republic of Korea and Mekong countries to promote sustainable and smart tourism development against the backdrop of COVID-19.

III. EXPECTED OUTCOMES

By the end of the workshop, the current status and challenges of sustainable and smart tourism development in the country are understood. Key institutions as well as capacity building needs for the promotion of sustainable tourism development in Mekong countries are identified. Suggestions and recommendations to further develop cooperation between Republic of Korea and Mekong countries to promote sustainable and smart tourism development against the backdrop of COVID-19 are obtained. All the outputs generated from the workshop will be used as inputs to further develop contents in this project.

It is expected at the end of the online workshop, MI will also receive specific recommendations from the participants for further development of MI's training programs including on approach, content, mode of delivery, and tools and methods used.

IV. WORKSHOP PARTICIPATION

4.1. PARTICIPANTS

A total of 22 participants from the concerned government agencies, local travel and tour operators, training and academic institutions related to travel and tourism in selected locations from Cambodia, Lao PDR, Myanmar, Vietnam and Thailand attended the workshop as shown in Table 1.

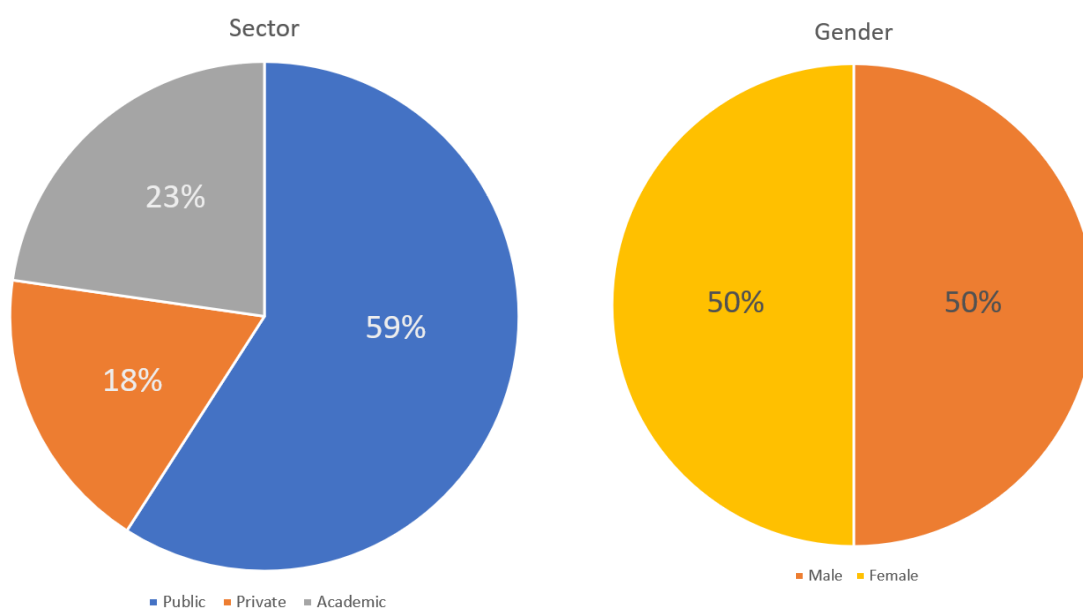
Table 1. Participation by Country and Organization

COUNTRY	ORGANIZATION
Cambodia	- University of South-East Asia, Siem Reap

COUNTRY	ORGANIZATION
Lao PDR	<ul style="list-style-type: none"> - Ministry of Information, Culture and Tourism (MICT) - Vangvieng District for Information, Culture and Tourism Office
Myanmar	<ul style="list-style-type: none"> - International and Regional Cooperation Department, Ministry of Hotels and Tourism - Directorate of Hotels & Tourism (Bagan Office) - Directorate of Hotels & Tourism (Taunggyi Office) - Mandalay University, Mandalay - National Management Degree College (NMDC), Yangon - Bagan Car rental & tourist guide service - Zaw Travels & Tours
Thailand	<ul style="list-style-type: none"> - Tourism Authority of Thailand
Viet Nam	<ul style="list-style-type: none"> - I Love Asia Tour co, ltd

The detailed list of the participants and organizations is provided in Appendix 7.2. The compositions of the workshop participants by gender and sector are shown in Figure 1.

Figure 1. Participant by Gender and Sector



4.2. RESOURCE PERSONS

Day 1	<ul style="list-style-type: none">• Mr. Patrick M. Compau, Manager of The Sumba Foundation• Dr. Joseph Cheer, Professor in Sustainable Tourism at Center for Tourism Research, Wakayama University, Japan
Day 2	<ul style="list-style-type: none">• Mr. Ko Jae Yeol, CEO, Travelers Lab• Mr. Trevor Weltman, Partner, Clickable Impact Consulting Group
Day 3	<ul style="list-style-type: none">• Mr. Danny Jeon, Manager for overseas creators, IDUS• Mr. Somsak Boonkam – Founder and CEO, Local Alike
Day 4	<ul style="list-style-type: none">• Ms. Adeline Lee, Manager in chief of Rosie Holidays, local DMC of Fiji• Dr. Ahmed Eiweida, World Bank Global Coordinator for Cultural Heritage & Sustainable Tourism & Vietnam Sector Leader for Sustainable Development
Day 5	<ul style="list-style-type: none">• Dr. Kim Gwanyong, Head of the Institute, Green Technology Center• Mr. Jens Thraenhart, Executive Director, Mekong Tourism Coordinating Office (MTCO)

V. WORKSHOP CONTENTS

5.1. WELCOME AND OPENING REMARKS

MR. MADHURJYA KUMAR DUTTA, DIRECTOR OF TRADE, INVESTMENT AND FACILITATION DEPARTMENT, MEKONG INSTITUTE (MI)



Mr. Madhurjya Kumar Dutta, Director of Trade and Investment Facilitation Department, MI welcomed all the participants to the Regional Workshop online. He underlined that this workshop is part of MI's continuing work to boost the tourism industry's efficient resource management, competitiveness, and resilience against a COVID-19 landscape. He provided a brief introduction of the project on 'Sustainable and Smart Tourism Development in the Mekong Region' funded by Mekong-Korea Cooperation Fund (MKCF) and implemented by the Mekong Institute (MI). Inputs from this workshop will help to increase the capacity of local tourism experts, skilled staff in hospitality enterprise and public sector officials. This will essentially strengthen the quality of hospitality and tourism services as well as creating better livelihood for people in the Mekong region.



5.2. OVERVIEW OF THE WORKSHOP

Ms. Racha Kerdsilp, Project Manager, Trade and Investment Facilitation (TIF) Department, MI

Ms. Kerdsilp facilitated the workshop and explained the approach MI adopted for the online workshop. This includes exchange of practical knowledge, information and ideas through active group discussion. She also further explained the objectives, expected outputs, structure and introduce the contents of workshop each day.



Ms. Daisy Park, ROK Project Manager and MI's consultant

Ms. Park provided a session on project overview and progress in year 1 activities. She introduced e-platform and content developed during the first year of project activities as well as further explain the current situations and challenges in tourism from the perspective of ROK.

Day 1: Sharing Case studies on Sustainable Tourism

Mr. Patrick M. Compau, Manager of The Sumba Foundation

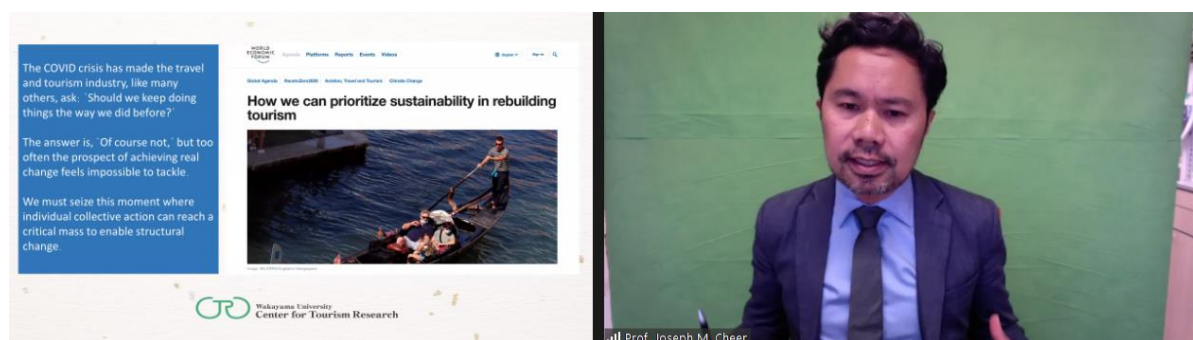


Mr. Compau presented a case studies on tourism development in the Sumba Island, Indonesia. He introduced the Sumba Foundation and its mission to alleviate poverty in Sumba by providing: access to potable water, an end to malaria, general health, and education through various projects. With these tools, the people of Sumba have the means to lift themselves out of poverty and create sustainable economies to better their own livelihoods.

Water, health, nutrition and education are some of the development issues and projects undertaken by the foundation over the years which have created a positive impact on the lives of the locals and set a unique example for a sustainable tourism model. He further explained the positive benefit of partnering with Nihiwatu resort where over 80% of Sumba Foundation's funding comes from the guests' donations and involvement in their projects. Their support was and still is instrumental to the success of the Sumba Foundation. The Sumba Foundation and Nihiwatu model was recognized in 2007 when the World Travel and Tourism Council (WTTC) awarded Nihiwatu the Tourism for Tomorrow Award and again in 2008, this tourism model was the winner of the PATA Gold Award.

In relations to COVID-19 pandemic, tourism industry on the island has been disrupted which results to the funding of the project. Currently, the foundation is partnering on research project with Oxford University opening a lab to research and provide a swap testing for local community. When tourism comes back in the future, the foundation aims to be at the forefront of helping the community received adequate testing and treatment.

Dr. Joseph Cheer, Professor in Sustainable Tourism at Center for Tourism Research, Wakayama University, Japan



Dr. Cheer presented a session focuses on sustainable tourism development in light of the current pandemic crisis and sharing different approaches to dealing with the pandemic and wider tourism development. The session started with exploring Global and Asia-Pacific tourism status quo. It is clear that the crisis has had a massively disruptive and damaging impact, and in the Asia Pacific region, the impact has devastated tourism dependent communities bringing their livelihood under enormous strain. However, the resource person stated that as the management of the pandemic has increasingly come under control, the time is now ripe to take stock and purposefully chart a recovery course.

The many discussion threads within this session suggest a myriad of questions and possible pathways forward for the post COVID-19 world:

- How can we priorities sustainability in rebuilding tourism?
- How to balance between public health and tourism recovery?

Two key themes also emerged:

- Taking Stock – How did we get here?

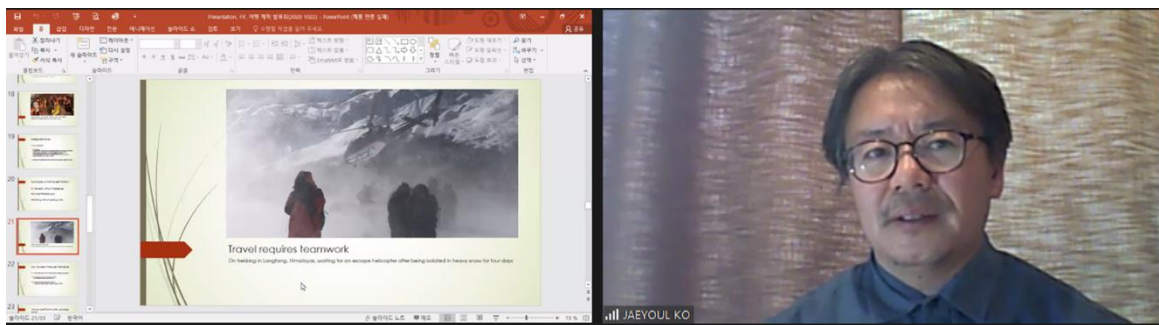
- Future Proofing – What are we going to do now?

‘Taking Stock’ is an evaluation of the status quo amidst the still unfolding crisis. What have we learned so far from what was previously in place and how has the COVID-19 pandemic propelled us into necessary rethinking? This is a deep reflection and unpacking of just how we came to be in the position we find ourselves in.

Conversely, ‘Future Proofing’ is more forward thinking and considers the conditions and approaches that are required to make the so-called paradigm shift from what was, to a more hopeful, regenerative, and sustainable future, among other outcomes. Perhaps future proofing is an apt description for the hope of remaking tourism.

Day 2: Crisis to Opportunity

Mr. Ko Jae Yeol, CEO, Travelers Lab

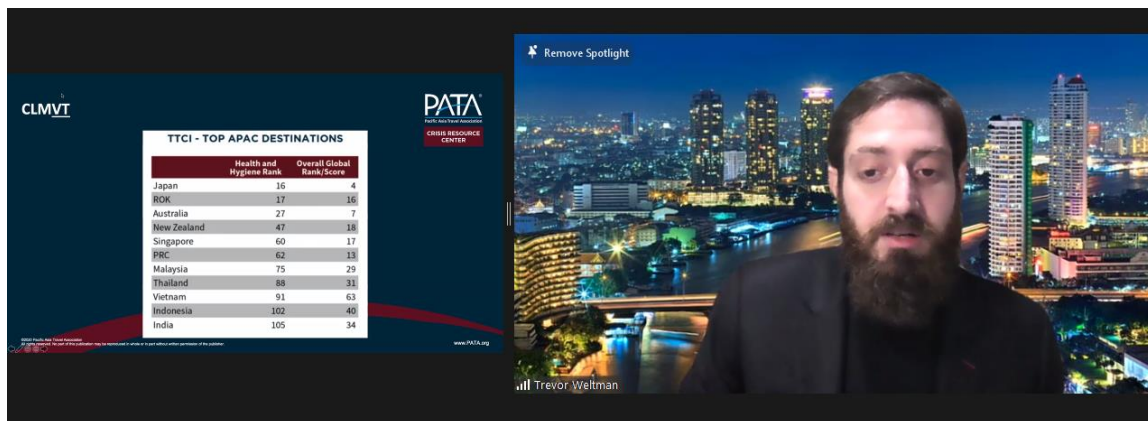


Mr. Ko Jae Yeol started the session with introduction of himself as a former journalist who now turn to tourism. He introduced the concept of ‘Untact’ and how the term was used in South Korea.

‘Untact’ is a combination of the prefix ‘un’ and the word ‘contact’ refers to doing things without direct contact with others. Untact services are becoming widespread in many areas of daily life, such as online shopping, making contactless payment and ordering food at restaurants via digital devices etc. The coronavirus has accelerate this shift to an ‘untact’ world in South Korea and reduce the need for person-to-person interaction.

During his presentation, he also discussed how to use travel as a life-changing tool for different age groups and how to attract Korean luxury travelers to Mekong Region. Tourism marketing in the post-coronavirus should be more specific and target to people in their 30s, 40s and 50s as they have a high spending power. Korean luxury travelers especially are willing to spend time and money to meaningful experience which can make difference in their lives. Travel while doing good concept has also been introduced. He stated that Korean in general is guilt-free when purchasing or consuming for tourism products especially with old generations in which he shared a case study on 100 minutes Carrier Library” project. This project provides inspiration for Korean elder population to travel and seek new meanings in life through adventures, challenges and contributing back to society. Covid-19 outbreak also requires good ‘reason’ to travel so this is right timing to highlight fair travel and tourism that truly benefits local.

Mr. Trevor Weltman, Partner, Clickable Impact Consulting Group



Mr. Trevor Weltman, the former Chief Operating Officer of the Pacific Asia Travel Association (PATA) and currently a Partner at Clickable Impact Consulting Group, presented a session ‘From Crisis to Opportunity: React, Rethink, Recover’

According to Mr. Weltman, this crisis is truly different from other crises, and therefore requires a new approach to destination marketing, communications, and recovery. Time and effort need to be invested into building a plan for reopening and ensure that this is flexible and can be adaptable to change. He introduced the PATA Crisis Resource Center (CRC) which is a public resource aiding in the rapid, robust, and responsible renewal of the Asia Pacific Travel and Tourism Industry. The tools will assist all tourism sectors in the Asia Pacific region to better understand where they currently are in their recovery journey from COVID-19, and essentially help destinations prepare the important next steps they will need to advance their recovery efforts. He commented that destinations need to build a resource to meet the need of the crisis, create a communication plan and official channels of communication. They also need to become a credible source of information. Build credibility, secure information, reliable sources and provided updated information for ‘Now’.

In terms of rethinking the strategy, at the initial stage, Mr. Weltman highlighted that baselines need to be established in which situation analysis, marketing research and product audit and development should be conducted to assess and address questions such as:

- What are options for domestic and regional business?
- Who are the domestic, regional and longer haul intrepid travelers willing to travel? What is their profile?
- What are the key experiences, standards and preferences available to these demographics and what rich experiential content needs to be developed to appeal to them.

He emphasized that destinations should focus on products that can and will reopen first e.g. outdoor adventures, small resorts, hiking trails etc over mass tourism products. It is also recommended for regional collaboration where destinations focus on attracting source markets from nearby countries. Additionally, based on current observable trends, travellers of the future will take into account destination’s underlying health and hygiene conditions, including COVID-19 crisis response, before making any booking decisions.

Day 3: Tourism & Trade

Mr. Danny Jeon, Manager for Overseas Creators, IDUS



Mr. Danny Jeon provided a session on ‘How to develop sustainable retail channels for craft products in South Korea’. He started the session with introducing IDUS - Korea’s No.1 e-Commerce for marketing and sales of handmade goods and further discusses on major trends in tourism, market potentials of craft products overseas, situation of Korean retail market and recommend strategy of penetration for businesses into Korean market.

As one of the largest handmade online market platform in Korea, IDUS allows handicraft makers to sell their work online through a commission or a monthly fee-based system. Products featured on their websites ranging from ceramics, accessories, soaps, crafted leather, natural cosmetics etc.

Mr. Jeon explained that Mekong countries have huge potentials of attracting more Korean visitors. Businesses in ROK and Mekong countries should work together more actively, for example, by partnering with local restaurants, shops and cafes based in Seoul whose named themselves after Mekong countries, places and cultures.

In terms of tourism, Korean prefers to experience what it means to ‘live like a local’. This leads to the opportunity to create craft products for sales to this market. Mr. Jeon stated that potential of Korean outbound tourism market should remain strong post-COVID19 due to:

1. Koreans by nature still have strong motivation to travel oversea due to high level of social pressure and stress
2. Changed travel patterns and increasing solo and individual travelers which have been accelerated due to COVID-19
3. Korean government’s ‘New Southern Policy’ facilitated stronger diplomatic and economic ties with ASEAN, especially with Mekong countries by “upgrading to a strategic partnership” at the 2nd ROK-Mekong Summit in 2019.

Reflecting on these market changes and preparing for post-pandemic, according to Mr. Jeon, it is the right time now for Mekong countries to start making connections with Korean market. Mekong countries have unique and diverse culture and market conditions in Korea are now ready to embrace diversity.

Mr. Somsak Boonkam, CEO and Founder, Local Alike



Mr. Somsak Boonkam provided a session on case study from a leading social enterprise on Community-Based Tourism platform in Thailand. In this session, Mr. Boonkam discussed the impact of COVID-19, recovery plan and new business models of his organization.

Local Alike has a vision to uplift community well-being through sustainable tourism. They also aim for their platforms to link local community assets and experiences with the world at large through capacity building for communities on sustainable tourism as well as domestic and international market development.

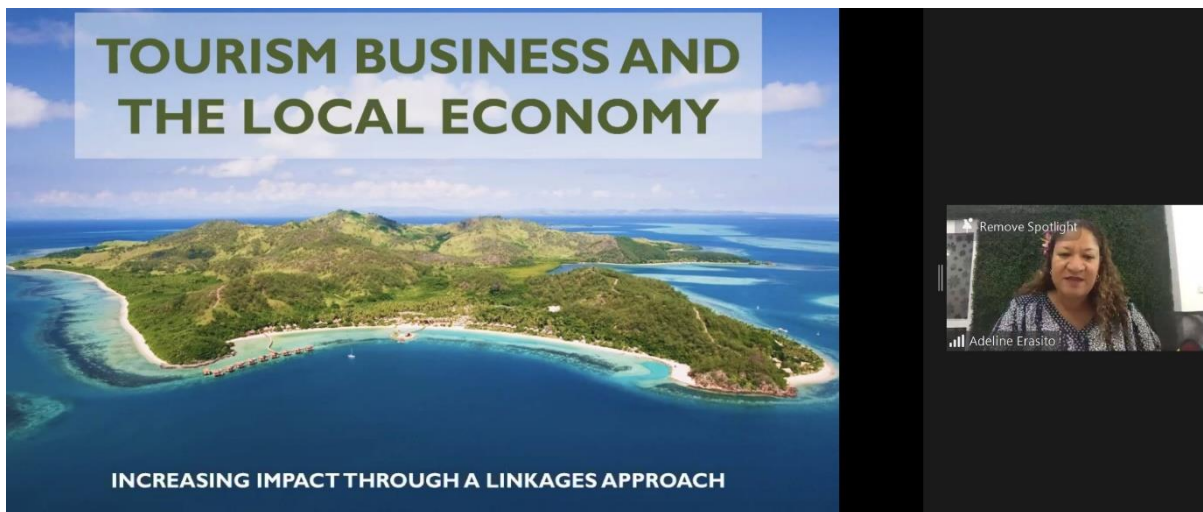
As a travel company that offers a wide range of community-based tourism and responsible tourism experiences, Mr. Boonkam explained that his organization has been severely affected from the COVID-19 pandemic in which they have lost around 10 million Thai Baht from corporate, group and individual booking since the crisis started. Although these were difficult times, fortunately they were able to come up with new business models of Local Aroi and Local A lot.

Mr. Boonkam shared that this idea originates from a 2-hour design thinking process with all the team members where they realized that the core competency of their business is from the long-lasting relationship with local communities. During the pandemic, many local communities also struggles to sell their local agriculture products and local handicraft. Therefore, an e-commerce platform and marketplace, *Local A lot*, came into place to facilitate this process for the local community. *Local Aroi*, on the other hand, wants to connect people through food. ‘Aroi’ means Deliciousness. Local Aroi delivers local lifestyle, culture and uniqueness to the customers through delicious and well-decorated local menus. The experience from each menu will also stimulate customers’ desire to travel to the food’s origin.

Furthermore, Local Alike team commented that domestic tourism is now a focus for the organization and therefore, their products and services will require a new approach and adjustment to better serve this new target market. Lastly, they concluded that being agile is very crucial in this current era of uncertainty for organization especially in tourism. Old day business plan and approach will no longer work.

Day 4: Tourism & Investment

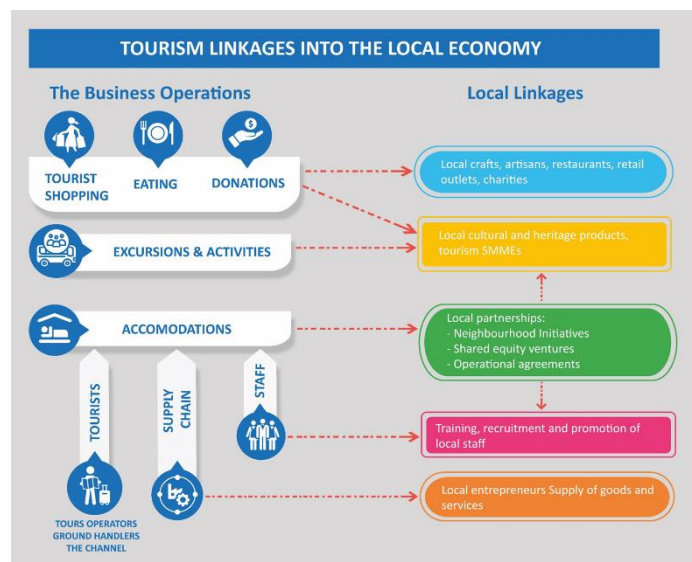
Ms. Adeline Lee, Manager in Chief of Rosie Holidays, Fiji



Ms. Adeline Lee presented a session on ‘Tourism Business and the Local Economy: Increasing impact through a linkages approach’ and introduced a case study of tourism in Fiji.

As a representative from Rosie Holidays, one of the South Pacific’s most iconic tourism brand, Ms. Lee introduced the organization and further explained the current situation of tourism in Fiji during COVID-19 pandemic. Tourism is Fiji’s single largest earner of foreign exchange and contributed to 35% of Fiji’s GDP. The industry is also responsible for the direct and indirect employment of over 45,000 Fiji Islanders. Therefore, it can be said that Fiji is a country that relies heavily on tourism for growth and development.

During the session, Ms. Lee also discussed the concept of ‘linkages’, its importance in tourism and how it’s being practiced in Fiji. She explained that a linkage approach is one of the best ways to enhance economic benefits of tourism to contribute to the local community development and essentially led to poverty reduction. This encourages tourist expenditure to truly benefit the local economy which private businesses, large and small, all has a critical role to play.



During the coronavirus pandemic, she observed that many hotels and businesses have turned to use more locally-sourced products due to the limitation of importing goods from overseas. This essentially help to boost procurement from local enterprise and increasing recruitment, training and progression of local staff.

Dr. Ahmed A.R. Eiweida, Global Coordinator for Cultural Heritage & Sustainable Tourism, World Bank



Sustainable and Smart Tourism in the Post-Pandemic Mekong region

Creating a Tourism-based investment opportunity

November 19, 2020 | Hanoi, Vietnam

 **WORLD BANK GROUP**

Ahmed A.R. Eiweida
Global Coordinator for Cultural Heritage & Sustainable Tourism

Dr. Ahmed Eiweida, the World Bank Global Coordinator for Cultural Heritage and Sustainable Tourism, provided a session on ‘Creating a Tourism-based investment opportunity’.

The session started off with exploring the tourism industry pre-COVID19 era and the strong growth it has been experiencing since 1950s. This has positioned tourism as a key job creator and driver of FDI and foreign exchange for many countries around the world. In the Mekong region, the tourism sector also accounts for a significant share of economic activity.

The sudden fall in tourist arrivals due to the pandemic outbreak led to a quick introduction of travel restrictions which has created a severe impact on the travel and tourism industry. These impacts are being felt throughout the tourism ecosystem for both large and small businesses.

For Mekong countries, Dr. Eiweida stated that while short term focus on recovery is necessary, addressing systemic issues within the sector is critical for sustainability. Some of the pre-existing challenges for Mekong region that will also continue Post COVID-19 are:

- Low yield from short haul tourism markets
- Limited spread of tourism flows throughout the Mekong country
- Lack of diversified tourism products in some destinations
- Mass/overcrowded tourism in some key destinations
- Increasing social and environmental external impacts due to fast tourism growth in some locations in Mekong regions.

In terms of creating a tourism-based investment opportunity, Dr. Eiweida recommends several approaches: i) shift to domestic tourism is critical in the short term, ii) build consumer confidence at business level, iii) focusing on high yield visitors through targeted marketing and product development, iv) enhance coordination between tourism management authorities and the private sector, v) Invest in skilled labor in the tourism sector: providing a nationwide tourism training curriculum, digital skills and know-how of staff in contact-free services in the wake of COVID-19.

Day 5: Smart Tourism

Dr. Kim Gwanyong, Head of the Institute, Green Technology Center



Dr. Kim Gwanyong presented a session introducing K-Technology that can be applicable to the Mekong countries and contribute to tourism infrastructure development.

He introduced Green Technology Center - a government research institution under the coordination of South Korea's Ministry of Science and ICT. He explained how the center works on technology-transfer of climate change/green technology to its partner countries and aim to promote multilateral cooperation on green-technology-based projects and policies to support sustainable development.

The concept of circular economy has been discussed at the beginning of the session. He highlighted on this concept as to promote waste reduction and the more efficient use of resources. Furthermore, he discussed that there is still a large gap in technological readiness level of partner countries in Southeast Asia as well as gaps between government's support and private sector's investment.

In terms of applying K-tech to partner countries, Dr. Gwanyong shared a number of projects that can be applied to help solve issues in the tourism and related industry:

1. **Zero-discharged toilet system:** self-purifying and water-recycling system by anaerobic and aerobic micro-organisms. This applicable to remoted or isolated tourism activity sites.
2. **Mobile waste analysis and refuse derived fuel production system:** collect waste by moving truck, screen and sort in the tank and create fuel from the refuse. This can be applicable to marine micro-plastics, agricultural and fishery waste etc.
3. **Rainwater purification to sustainable water supply:** rainwater harvesting and converting to drinking water facility.



Source: GTC & EMSUS

Mr. Jens Thraenhart, Executive Director, Mekong Tourism Coordinating Office (MTCO)



Mr. Jens Thraenhart presented a session introducing case studies on Mekong Tourism Coordinating Office (MTCO) and how the organization applied the concept of smart tourism to promote sustainable tourism development in the Mekong region.

The session started off with introduction of Mekong Tourism Coordinating Office (MTCO) as an inter-governmental body to promote the Mekong region as a single tourism destination and foster responsible tourism development in the Greater Mekong Subregion (GMS). Mr. Thraenhart also introduced Destination Mekong, public-private partnership framework, which operates various initiatives, including the collaborative storytelling platform 'Mekong Moments', the Experience Mekong Collection curating responsible travel experiences, and the Mekong Innovative Startups in Tourism (MIST) accelerator program. Many of these campaigns were recognized as innovative tourism approaches in leveraging data and technology.

The COVID-19 crisis has burdened the tourism industry with new challenges and heightened old challenges such as plastic pollution and waste problems. Mr. Thraenhart discussed opportunities and challenges of how to balance tourism recovery via smart tourism frameworks. The pandemic is an opportunity to challenge traditional approaches. However, there is a need to allow for a scalable solution and use technology to facilitate recovery.



Enwoke, smart tourism system, has also been introduced during the session. This is a powerful engagement platform to stimulate stakeholder collaboration within communities from destinations to hotel companies. At its core, Enwoke is a content distribution and marketing automation system enhanced through complementary modules of services to offer businesses all the tools required to handle their content, engage customers, collaborate and grow.

By partnering with Transfong Technologies Face Recognition Temperature Sensor Access System, Enwoke also allows destinations and experiences to:

- Get an overview of crowd health in a destination
- Integrate ticketing with facial recognition entrance control
- Integrate notifications with health data.

VI. WORKSHOP EVALUATION

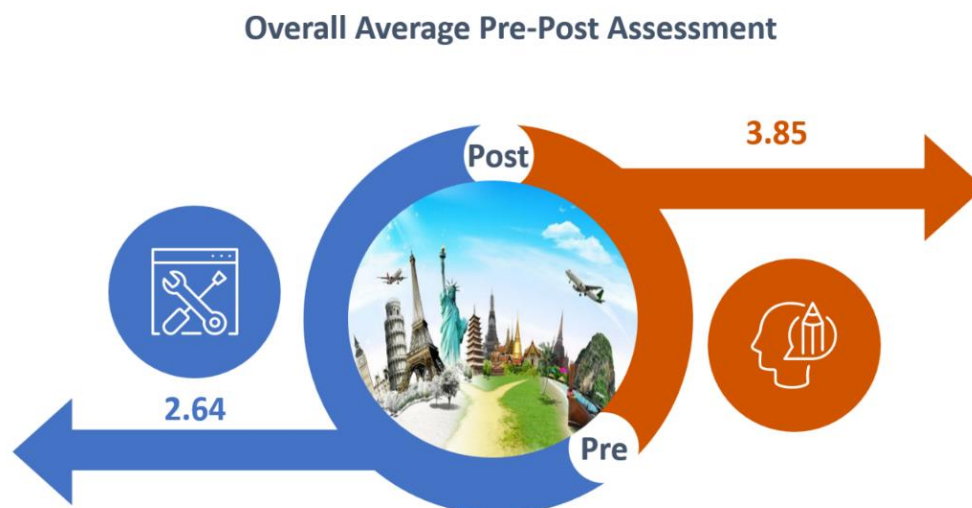
The evaluation was conducted online via surveymonkey to assess the management and implementation of the regional workshop. Different components were assessed based on level of awareness, knowledge and/or skill on each of the following topics pre and post to the workshop, along with MI-TIF team's facilitation and support provided to participants. This was rated on a scale of 1 to 5 where '5' is the highest and '1' is the lowest.

6.1. PRE/POST SELF-ASSESSMENT

In order to evaluate the knowledge acquisition of participants during the workshop, pre/post self-assessments were conducted to assess against the knowledge and skills before and right after the workshop.

The same form was used for both pre and post assessments. In the questionnaire, different components were rated on a scale of 1 to 5, where '5' was the highest and '1' was the lowest. The average rating for pre self-assessment of participants' knowledge and skills on the workshop contents or sessions were '2.64' which meant the understanding of participants towards all subjects of the workshop was 'I have heard about this topic but do not know enough about to do/use it (rating 2)'

On the last day of one-week workshop, post self-assessment was conducted to evaluate participants' understanding about acquired knowledge. The total average rating for post self-assessment of acquired competencies was '3.85' which meant 'I have some knowledge on this topic but could not do it now without further study (rating 3)'. Figure below shows the pre and post self-assessment results of participants' competencies and understandings on each session of the workshop.



Workshop on Sustainable and Smart tourism in the Post-Pandemic	Average Rating	
	Pre	Post
Day 1: Sustainable Tourism in Action		
<ul style="list-style-type: none"> Local community participation and contribution to tourism development and future recovery Global & Asia Pacific tourism status quo 	2.78	3.75

<ul style="list-style-type: none"> Approaches to dealing with the pandemic and wider tourism development 		
Day 2: Crisis to Opportunity <ul style="list-style-type: none"> Ways to leverage online platforms to seize opportunities post-pandemic New approach to destination marketing, communications, and recovery Changes in traveler booking behavior 	3.03	3.98
Day 3: Tourism & Trade <ul style="list-style-type: none"> South Korean Consumer and Traveler behavior changes How to promote local-driven tours and local-made goods Community-Based Tourism platform 	2.88	4.10
Day 4: Tourism & Investment <ul style="list-style-type: none"> Tourism linkages and how to increase impact in the post-pandemic world. The role private sector can play within government business-enabling environment Incentives mechanism for safe tourism reopening and economic recovery 	2.54	3.77
Day 5: Smart Tourism <ul style="list-style-type: none"> K-Tech and how it can support local communities LANTACT online platform Smart Tourism in the Mekong region 	2.00	3.65

6.2. OVERALL WORKSHOP ORGANIZATION

Throughout 5-day workshop, participants reported that they were satisfied with the overall organization of the workshop by MI-TIF team and provided comments and suggestions as summarized below:



- Well-organized workshop with full support of MI TIF Team without any inconvenience for the participants and organized with effective and supportive topic sessions of insightful speakers
- Impressive and thank you resource person for your great work you have done.
- It is grate to take some knowledge from your organizing. The team of organizing this workshop is excellence and I hope that it will be organize again in Thailand Country.
- The team organized different sectors to think post pandemic especially for tourism sector and also have a plan for working together.
- We do really appreciate MI-TIF team for leading, facilitating, supporting, moderating and inspiring to all participants.
- This is just my positive feedback on the content of the workshop. Some of the presentations overlap and talking about Covid-19 impact and planning for the current and future. Anyhow, we appreciate the well organization and the content of the workshop arranged by MI TIF Team.
- every participant should be actively participated in the workshop. -They should put their own contribution openly. -Mutual understanding and trust should be created among the team

members -should add some exciting and persuading points to catch more attention, to be more cohesive, to be more objective oriented.

- Resource persons are experts in their related areas and the MI-TIF team is also supportive. It would be better if you provide workshop materials such as power points and references in advance.

VII. APPENDIXES

7.1. PROGRAM AGENDA

DAY 1, MONDAY, NOVEMBER 16, 2020

Time (Bangkok Time)	Activity/Topics	By
12:45-13:00	Open the ZOOM Meeting room for daily registration	MI-TIF Team
13:00	Join in the ZOOM meeting room by 13:00 pm	All participants
OPENING		
13:00	Welcome	Ms. Racha Kerdsilp MI Project Manager
13:05-13:20	Opening Remarks	Mr. Madhurjya Kumar Dutta Director of Trade and Investment Facilitation (TIF), MI
13:20-13:30	Project Overview and Progress on the first year	Ms. Daisy Park ROK Project Manager
WORKSHOP: SUSTAINABLE TOURISM IN ACTION		
13:30-14:30	Session 1: The Sumba Foundation <ul style="list-style-type: none"> • Case studies from the Sumba Foundation • Local community participation and contribution to tourism development and future recovery • Suggestions on how can travelers support the local community 	Mr. Patrick M. Compau MI Resource Person
14:30-15:30	Session 2: Case studies on Sustainable Tourism <ul style="list-style-type: none"> • Global & Asia Pacific tourism status quo • Approaches to dealing with COVID-19 tourism slow down • Approaches to dealing with the pandemic and wider tourism development • <u>Case studies</u>: Australia, Palau, Vanuatu, Japan, Spain (Canary Islands) and China 	Dr. Joseph Cheer MI Resource Person
DISCUSSION		
15:30-16:00	Q&A and Discussions	MI Resource Person-TIF Team
16:00-16:05	Close the daily sessions and send evaluation link to participants	MI-TIF Team

DAY 2, TUESDAY, NOVEMBER 17, 2020

Time (Bangkok Time)	Activity/Topics	By
12:45-13:00	Open the ZOOM Meeting room for daily registration	MI-TIF Team
13:00	Join in the ZOOM meeting room by 13:00 pm	All participants

OPENING

13:00-13:20	<ul style="list-style-type: none"> Briefing daily agenda and reflection of participants feedback of previous day (20 min) Special self-introduction, 2 participants/day, 5 min/person 	MI-TIF Team
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WORKSHOP: CRISIS TO OPPORTUNITY

13:30-14:30	Session 1: Travelers Lab (Travel Platform for Fair Travel) <ul style="list-style-type: none"> Un-tact Era: how to travel in the post-pandemic world Ways to leverage online platforms to seize opportunities post-pandemic Leading traveler's platforms post-pandemic 	Mr. Ko Jae Yeol, MI Resource Person
14:30-15:30	Session 2: Clickable Impact Consulting Group, Hanoi <ul style="list-style-type: none"> New approach to destination marketing, communications, and recovery Observed changes in traveler booking behavior Positioning and key selling points of CLMVT post COVID-19 	Mr. Trevor Weltman MI Resource Person

DISCUSSION

15:30-16:00	Q&A and Discussions	MI Resource Person-TIF Team
16:00-16:05	Close the daily sessions and send evaluation link to participants	MI-TIF Team

DAY 3, WEDNESDAY, NOVEMBER 18, 2020

Time (Bangkok Time)	Activity/Topics	By
12:45-13:00	Open the ZOOM Meeting room for daily registration	MI-TIF Team
13:00	Join in the ZOOM meeting room by 13:00 pm	All participants

OPENING

13:00-13:20	<ul style="list-style-type: none"> Briefing daily agenda and reflection of participants feedback of previous day (20 min) Special self-introduction, 2-3 participants/day, 5 min/person 	MI-TIF Team
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WORKSHOP: TOURISM & TRADE

13:30-14:30	Session 1: IDUS, Korea's No.1 e-Commerce for marketing and sales of handmade goods <ul style="list-style-type: none"> Understanding the South Korean Consumer Notable behaviour changes of Korean tourists & the proof in high streets of Seoul 	Mr. Danny Jeon MI Resource Person
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	<ul style="list-style-type: none"> • How to promote local-driven tours and local-made goods • How to build sustainable market conditions through government bodies & fair-trade companies 	
14:30-15:30	Session 2: Local Alike <ul style="list-style-type: none"> • Case study from a leading social enterprise on Community-Based Tourism platform in Thailand • The impact of COVID-19, recovery plan and new business models 	Mr. Somsak Boonkam MI Resource Person

DISCUSSION

15:30-16:00	Q&A and Discussions	MI Resource Person-TIF Team
16:00-16:05	Close the daily sessions and send evaluation link to participants	MI-TIF Team

DAY 4, THURSDAY, NOVEMBER 19, 2020

Time (Bangkok Time)	Activity/Topics	By
12:45-13:00	Open the ZOOM Meeting room for daily registration	MI-TIF Team
13:00	Join in the ZOOM meeting room by 13:00 pm	All participants

OPENING

13:00-13:20	<ul style="list-style-type: none"> • Briefing daily agenda and reflection of participants feedback of previous day (20 min) • Special self-introduction, 2-3 participants/day, 5 min/person 	MI-TIF Team
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WORKSHOP: TOURISM & INVESTMENT

13:30-14:30	Session 1: Rosie Holidays, No.1 DMC of Fiji Islands <ul style="list-style-type: none"> • Overview of Tourism Industry • Rosie Holidays as Case Study • The important of tourism linkages and how to increase impact in the post-pandemic world. 	Ms. Adeline Lee MI Resource Person
14:30-15:15	Session 2: World Bank <ul style="list-style-type: none"> • The economic impact of Covid-19 • Global and regional recovery measure • The role private sector can play within government business-enabling environment • Incentives mechanism for safe tourism reopening and economic recovery 	Dr. Ahmed Eiweida MI Resource Person

DISCUSSION

15:15-16:00	Q&A and Discussions	MI Resource Person-TIF Team
16:00-16:05	Close the daily sessions and send evaluation link to participants	MI-TIF Team

DAY 5, FRIDAY, NOVEMBER 20, 2020

Time (Bangkok Time)	Activity/Topics	By
12:45-13:00	Open the ZOOM Meeting room for daily registration	MI-TIF Team
13:00	Join in the ZOOM meeting room by 13:00 pm	All participants

OPENING

13:00-13:20	<ul style="list-style-type: none"> Briefing daily agenda and reflection of participants feedback of previous day (20 min) Special self-introduction, 2-3 participants/day, 5 min/person 	MI-TIF Team
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WORKSHOP: SMART TOURISM

13:30-14:10	Session 1: Green Technology Center, Korea Institute of Science and Technology (GTC) <ul style="list-style-type: none"> How Korean government and K-Tech can support local communities Examples of K-Tech that may benefit to tourism infrastructure and services 	Dr. Kim Gwanyong MI Resource Person
14:10-14:30	Session 2: LANTACT, Korea's new e-Fair System <ul style="list-style-type: none"> Future of MICE The strength of the LANTACT online platform LANTACT online platform brief demo 	Mr. Sung Young Cho (Joe) MI Resource Person
14:30-15:30	Session 3: Mekong Tourism Coordinating Office (MTCO) <ul style="list-style-type: none"> Smart Tourism and its application to Mekong region Various initiatives at MTCO Opportunities in the post-pandemic world for tourism in the Mekong region 	Mr. Jens Thraenhardt MI Resource Person

DISCUSSION

15:30-16:00	Q&A and Discussions	MI Resource Person-TIF Team
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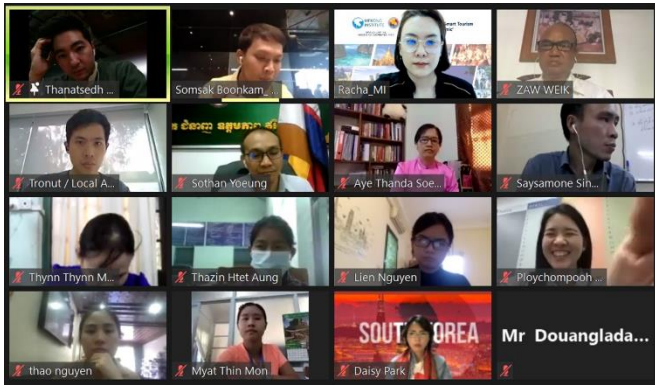
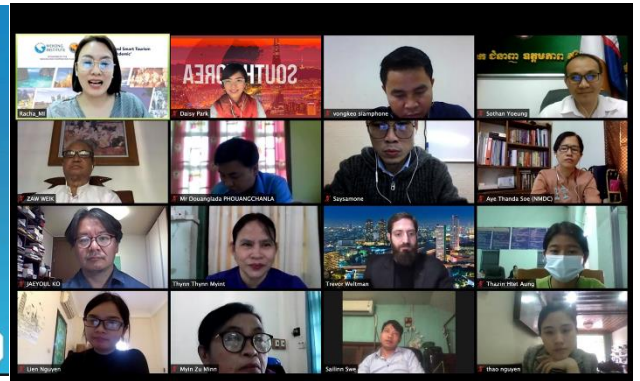
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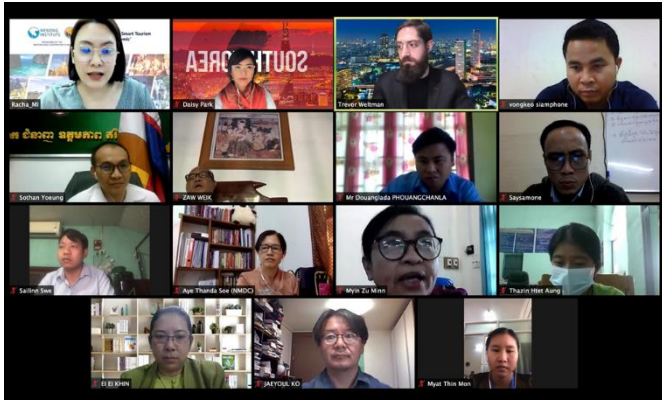
7.2. PARTICIPANT DIRECTORY

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7.3 PHOTOS







About Mekong Institute

Mekong Institute (MI) is a **GMS** Inter-Governmental Organization (IGO) working closely with the Governments of six countries to promote regional development, cooperation and integration by offering standard and on-demand capability development programs across three cutting themes of agricultural development and commercialization, trade and investment facilitation, and innovation and technological connectivity.

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