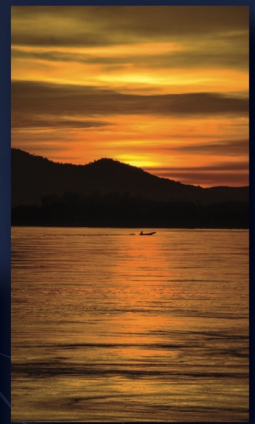




# Lao PDR Tourism Destination Management Plan 2020 – 2025



## Publication Management Team

Managing Editor	Mr. Thaviphet Oula, Deputy Director General Tourism Development Department Ministry of Information, Culture and Tourism Project Manager Second GMS Tourism Infrastructure for Inclusive Growth Project
Editor (Lao)	Mr. Phonesouk Khounsombath, Tourism Specialist Second GMS Tourism Infrastructure for Inclusive Growth Project
Editor (English)	Ms. Acksonsay Rattनावong
Author & Translator	Mr. Vila Chanthavong, Destination Management Specialist Second GMS Tourism Infrastructure for Inclusive Growth Project
Supporting Team	Ms. Maniaskhone Thammavongxay, Director of Public Relations Division, Tourism Marketing Department, MICT Mrs. Phenpapha Phongsa, Director of Technical and Planning Division, Institute of Mass Media, Culture and Tourism, MICT Mrs. Siviengxay Phommalath, Deputy Director of Tour Operator Management Division, Tourism Management Department, MICT Mrs. Chanthanongsin Razmouny, Technical Officer of Tourism Development Department, MICT
Design	ARISTAR MARKETING SOLE CO.LTD

## Acknowledgement

It has been a challenging time for the Lao tourism sector in the last few years. While there has been a slight increase in visitor numbers, the overall visitation of some market segments has been declining incrementally. Although, the visitor number rose by 8% in 2018 as a result of the Visit Laos Year Campaign, there are still many issues that need to be considered both internal and external factors.

Therefore, the Second GMS Tourism Infrastructure for Inclusive Growth Project funded by the Asian Development Bank has developed this Lao PDR Tourism Destination Management Plan for 2020 – 2025. It aims to provide strategic guidance and solution to tackle the challenges in the tourism sector in order make Laos a preferable tourism destination. This plan was developed base on the demand and problem of the visitor flows as well as series of consultations with public and private sectors, communities, projects and international organizations.

The Destination Management Network was established together with different taskforces to ensure the sustainability of the activities and the results of the implementation. The purpose of the network and taskforce is to enhance collaboration among public and private sectors, throughout the process of planning, implementation, monitoring and evaluation of the implementation results.

We would like to show our gratitude to the department director and deputy director general, division director and deputy director and technical staff in the Tourism Development, Tourism Marketing, Tourism Management Departments and Institute of Mass Media, Culture and Tourism, Ministry of Information, Culture and Tourism for your dedication in the activity implementation in the previous plan and active contribution to the development of this plan. We are also immensely grateful to the public and private sectors, business associations, projects and international organizations in tourism sector for sharing their inputs and practical experiences in series of consultation workshops. This plan will contribute to the Laos tourism development, as well as the social and economic development.

Mr. Thaviphet Oula

Deputy Director General, Tourism Development Department

Ministry of Information, Culture and Tourism

Project Manager, Second GMS Tourism Infrastructure for Inclusive Growth Project

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## Acronyms

– MICT	Ministry of Information, Culture and Tourism
– UNWTO	United National World Tourism Organization
– ASEAN	Association of Southeast Asia Nations
– ADB	Asian Development Bank
– GMS	Greater Mekong Sub region
– TIIG	Tourism Infrastructure for Inclusive Growth Project
– DMN	Destination Management Network
– DMP	Destination Management Plan
– FIT	Free Independent Traveler
– SWOT Analysis	Strength Weakness Opportunity Threat Analysis
– MICE	Meeting Incentive Conference Exhibition
– IMCT	Institute of Mass Media, Culture and Tourism

## 1) Background

The concept of destination management was initially developed by the United Nation World Tourism Organization – UNWTO) to ensure the sustainability of tourism development and the participation of the public and private sectors. Destination management was one of the objectives for the 2015 – 2019 Tourism Infrastructure for Inclusive Growth (TIIG) Project objectives, funded by the Asian Development Bank (ADB). Its aim is to enhance the collaboration among public and private sector in destination management<sup>1</sup>.

In 2015 the Ministry of Information, Culture and Tourism established the Laos Destination Management Network (DMN)<sup>2</sup> with members from the public, private, and international organizations in the tourism sector with the purpose to develop the Lao PDR Tourism Destination Management Plan (DMP) for 2016 – 2018. The Laos PDR DMP was developed in early 2016 and was published through a series of consultation workshops with the public and private sectors.

The 2016 – 2018 Lao PDR DMP activities were not actively implemented due key challenges such as the responsible organizations were not clearly defined, the implementation duration was too broad and the lack of financial support.

At the end of 2017, the National DMN was restructured and four taskforces were established: tourism marketing, tourism development, tourism management and skills development. The deputy director generals of the relevant departments in the Ministry of Information, Culture and Tourism (MICT) were assigned to be the chairs of each taskforce. The director and deputy director of the divisions within departments were the taskforce coordinators and DMN Secretariat. The National DMN was chaired by the TIIG project director and manager.

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<sup>1</sup> Project Administration Manual, Greater Mekong Sub Region Tourism Infrastructure for Inclusive Growth Project, Lao PDR, 2015 – 2019, Page 6.

<sup>2</sup> MICT Ministerial Agreement on National Destination Management Network Board for Tourism Infrastructure for Inclusive Growth Project, No. 753/MICT, Vientiane Capital, 06/07/2015



As a result of the restructure, activities set out in the Lao PDR DMP 2016 – 2018 got implemented thanks to the clearly defined roles and responsibilities among the departments and the financial support from the TIIG project.

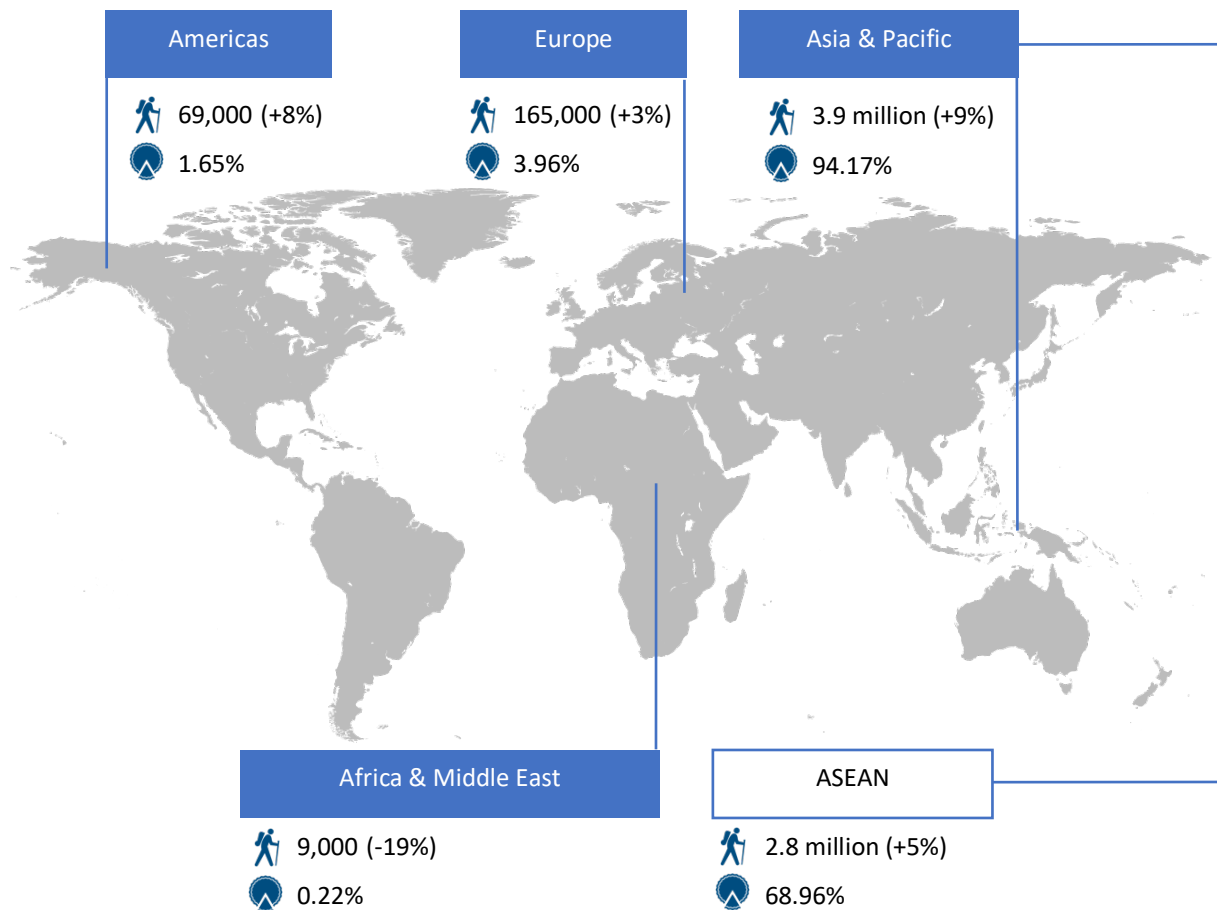
However, the private sector participation was only slightly improved as the DMN structure was mostly dominated by the public sector.

Therefore, the Second GMS Tourism Infrastructure for Inclusive Growth Project (TIIGP 2) 2019 – 2025 funded by the ADB aims to improve the Lao PDR DMP in 2020 – 2025. This plan would contribute to the tourism destination management of the Lao PDR.

## 2) Overview

Laos saw approximately 4.1 million visitors to the country in 2018, an 8% increase compared to the previous year, and generated 811 million USD<sup>3</sup>. Most of the visitor came from Asia and the Pacific, which covered 94.17% with 9% growth rate (Diagram 2.1). Within Asia and the Pacific, ASEAN visitors made up 68.96% of total visitors, an increase of 5% as a result of the increasing demand of Thai and Chinese visitors. Visitors from Europe and Americas market share were 3.96% and 1.65% respectively. The Visit Laos Year Campaign 2018 had considerably contributed to the growth of the visitor numbers.

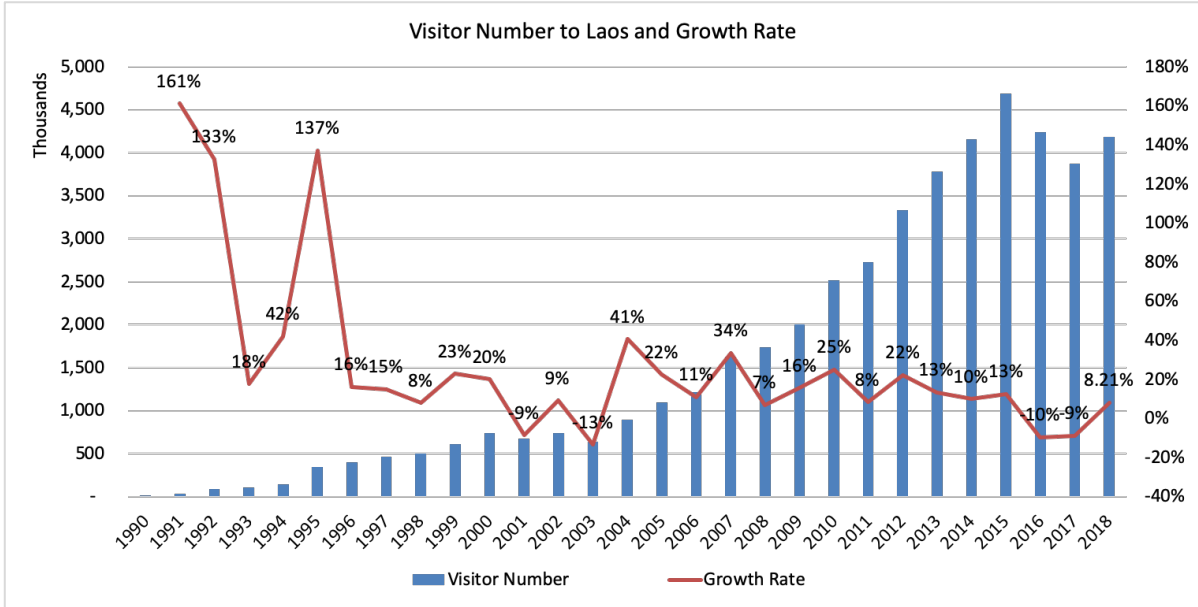
Diagram 2.1: Number of Visitor to Laos by Region



<sup>3</sup> 2018 Statistical Report on Tourism in Laos, Page 10, Tourism Development Department, MICT

Visitor numbers to Laos had been increasing since 1990 at a decreasing rate, until it dropped by 10% in 2016 and 9% in 2017 (Diagram 2.2). It rose 8% in 2018 as a result of the Visit Laos Year Campaign.

Diagram 2.2: Visitor Number to Laos and Growth Rate

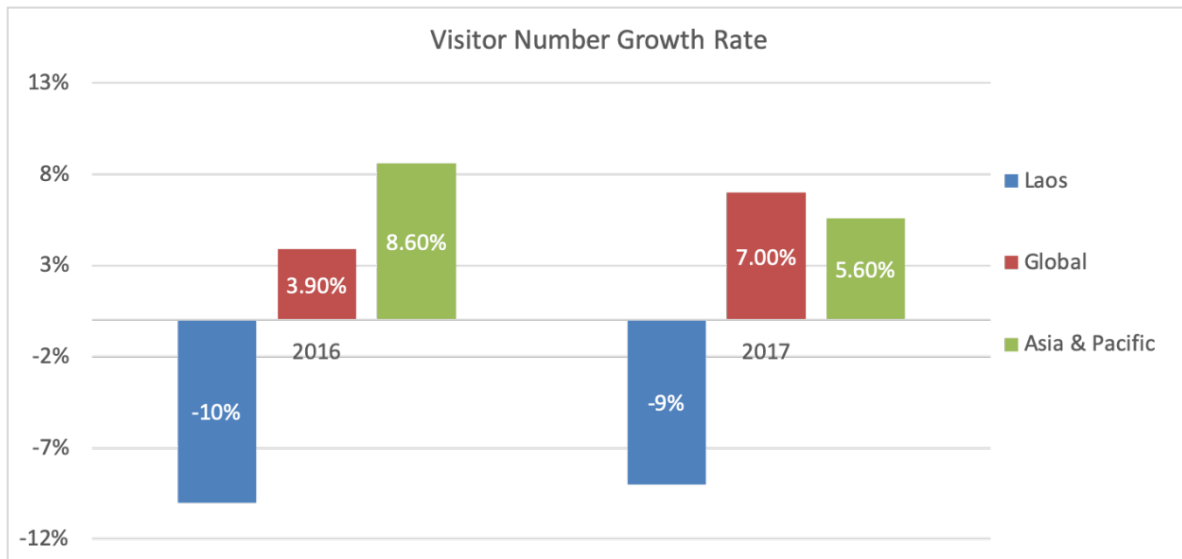


On the other hand, there had been an increasing trend in global and regional tourism visitation, which saw worldwide international arrivals of 1,235 million in 2016 and increase of 3.9% compared to the previous year<sup>4</sup>. The Asia and Pacific visitors increased by 8.6%. In 2017, international arrival was 1,326 million with a 7% growth rate<sup>5</sup>. The Asia and Pacific visitors increased by 5.6%, which increased in a decreasing rate (Diagram 2.3).

<sup>4</sup> UNWTO Tourism Highlights 2017 Edition, Page 3

<sup>5</sup> UNWTO Tourism Highlights 2018 Edition, Page 5

Diagram 2.3: Visitor Number Growth Rate



According to the above tourism statistics, it can be concluded that the decline in visitor numbers to Laos in the last couple of years was not only a result of the external factors, which saw less people travelling, however internal factors also play a major role.

In 2017, Laos tourism competitiveness was ranked 94<sup>th</sup> out of 136 countries globally and 8<sup>th</sup> in ASEAN according to The Travel & Tourism Competitiveness Report of the World Economic Forum<sup>6</sup>. The overall score was 3.4 out of 7 based on assessment of the different attributes, such as cultural resources and business travel, air transport infrastructure, ground and port infrastructure, natural resources, international openness and ICT readiness.

The Lao Tourism stakeholders made comments during workshops and interviews pointing out the reasons for the drop, that includes 1) Laos is more expensive than our neighboring countries, 2) Tourism products have not been widely developed, 3) Poor tourism Infrastructure, 4) Environmental pollution and 5) Limited tourism marketing and promotion.

<sup>6</sup> The Travel & Tourism Competitiveness Report 2017, page 22, World Economic Forum

### 3) Visitor Flows

Visitor flow illustrates the movement of visitors who have similar behaviors, interests and motivations in a destination. It indicates the immigration check points at which the visitors enter the country, their modes of transportation, activities they experienced, attractions they visit, accommodations they stay, types of restaurants, foods they eat and so on. In addition, the flows should be significant in number, repetitiveness, foreseeable and localizable<sup>7</sup>.

Visitor movements can be beyond the geographic boundary of a district or province since it is driven by their desire and interest rather than travelling within a district or province. Therefore, tourism destination management does not emphasize on the supply side, but it pays a lot attention to understand visitor flows, which is a demand driven approach. This is to ensure the efficiency and effectiveness of the destination management.

Destination management focuses on the visitor flows, it aims to find out their needs, interests, motivations, constraints and what can be done to facilitate the movement of the flow. The goal is to attract more visitors, while ensuring they stay longer and spend more. Visitor flow can be managed and improved in different layers. The central or ministerial level looks at the big picture or macro level, such as policy, rule and regulation, strategy, plans, standards, training curriculums, marketing and promotion of regional and international markets. The provincial and district level look at the micro level, such as environmental management, service quality, tourism activities, information provision and coordination with ministerial level in activity implementation.

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<sup>7</sup> Laos PDR Destination Management Plan 2016 – 2018, Page 37, MICT

### 3.1 International Large Group Flow

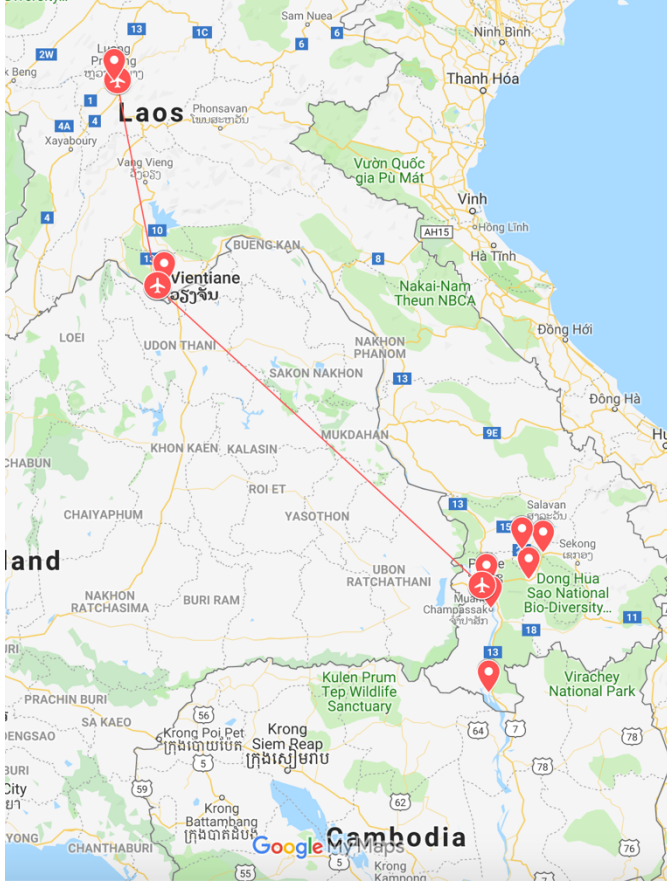
Characteristic	The majority comes from Europe. Laos is part of their regional itinerary. Travel to Luang Prabang, Vientiane Capital and Southern Laos. Book their trip with travel agent, travel in a group of 9 – 25 people. Between 35 – 70 years old. Travel in a big bus with a tour guide who takes care everything. Stay in 3 stars hotel or higher, eats at hotels. They do not have time to engage in an experiential activity since they are older and travel in a big group. They need good infrastructure to access within tourism sites, including road, handrails, pier facilities and public toilets. Tour guides are required to have knowledge and experience since this type of tourists do a lot of research and are curious about culture and history of the destination.
Motivation / Interest	To experience cultural heritage and authentic nature
When do they come?	All year round, peak season is from November to March
How many?	165,800 people (Total number of European visitor to Laos in 2018, but there is no specific statistic for this visitor flow)
Average Spending / Person / Day	123 USD / Person / Day
Average Length of Stay	4 – 10 Days
System Heads <sup>8</sup>	Travel agents in Europe and Laos, such as Exo Travel, Diethelm Travel, Asian Trails, Khiri Travel, Arasa Travel, etc.
Market Mavens <sup>9</sup>	Friends, families, and newspapers in their countries
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Laos has cultural heritage and authentic nature</li> <li>– Quiet, peaceful and safe</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited quality of staff service in hotels, guesthouses, restaurants, spa services and tour guides.</li> <li>– Limited number of tour guides, particularly French, Spanish, German and Italian speaking guides. Lack of planning to develop the skills of these specific tour guides.</li> </ul>

<sup>8</sup> Travel agent and attraction organization that keep the supply network together. They are interest in the continuation of the flow. Reference: The St. Gallen Model for Destination Management, page 56.

<sup>9</sup> Influence, “own” the travelers. Control decision – making processes and are opinion leaders

	<ul style="list-style-type: none"> <li>– Lack of statistic for this visitor flow, such as number of visitors, average spending per person per day, satisfaction, etc.</li> <li>– Limited facility for the elderly and people with special needs in tourism sites.</li> <li>– Limited interpretation and information signs at tourism sites that helps visitor to understand and visualize the background of the sites.</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Easy access to technology for visitors that enable them to access tourism information. Online marketing can be more specific or targeted, effective and measurable in real time.</li> <li>– Can apply for visas online. Visitors have easier access to Laos.</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– European visitor covers only a proportion of the total visitors. only 4% of the total visitors to Laos in 2018. The growth rate was low, only +3% in 2018.</li> <li>– Slow economic growth is challenging for the tourism sector.</li> </ul>

Map 3.1.1: International Large Group Flow in Laos

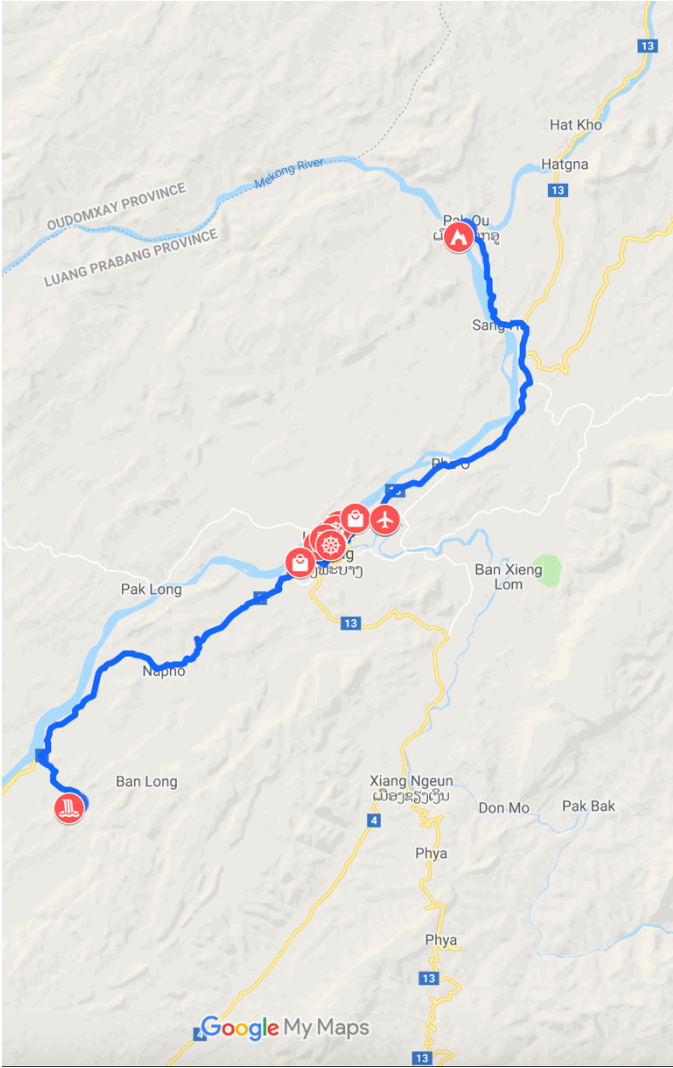


- Luang Prabang Airport
- Luang Prabang
- Wattay International Airport
- Vientiane Capital
- Wattay International Airport
- Pakse International Airport
- Paksong
- Thateng
- Laongam
- Pakse
- Muang Champassak
- Si Phan Don
- Pakse International Airport

Online map: <http://bit.ly/300lcxc>

Source: [www.exotravel.com/destinations/laos](http://www.exotravel.com/destinations/laos), [www.diethelmtravel.com/laos](http://www.diethelmtravel.com/laos)  
[www.asiantrails.travel/destination/laos](http://www.asiantrails.travel/destination/laos)

Map 3.1.2: International Large Group Flow in Luang Prabang

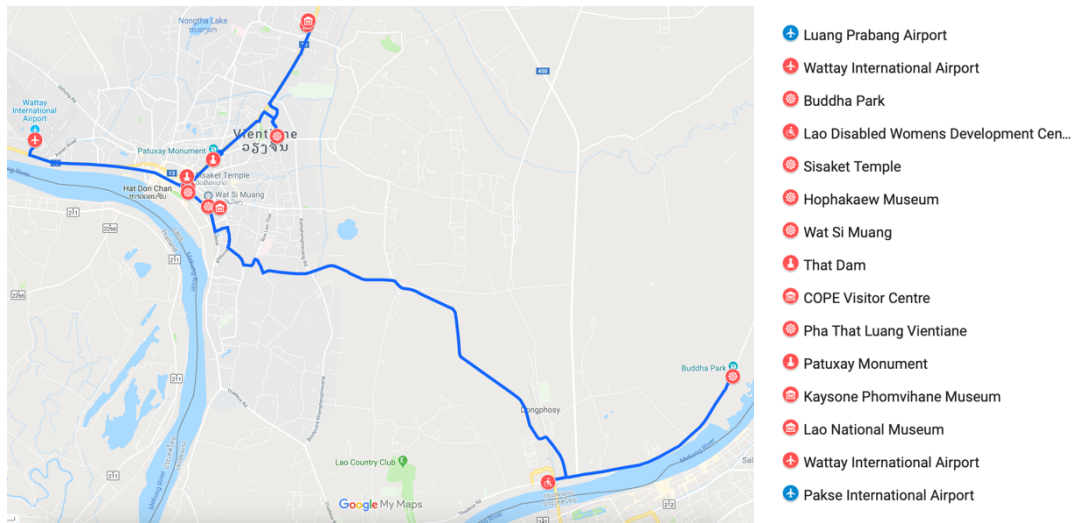


- Luang Prabang Airport
- Wat Xiengthong
- Pak Ou Caves
- Royal Palace
- Wat Mai Monastery
- Wat Sene
- Traditional Arts and Ethnology Centre
- Wat Wisunarat
- Wat Aham
- Wat That
- Kuang Si Waterfall
- Phousi Hill
- Night Market
- Ock Pop Tok Living Craft Centre
- That Makmo
- Ban Xangkhong
- Luang Prabang Airport
- Wattay International Airport

Online map: <http://bit.ly/2ZKDZMM>



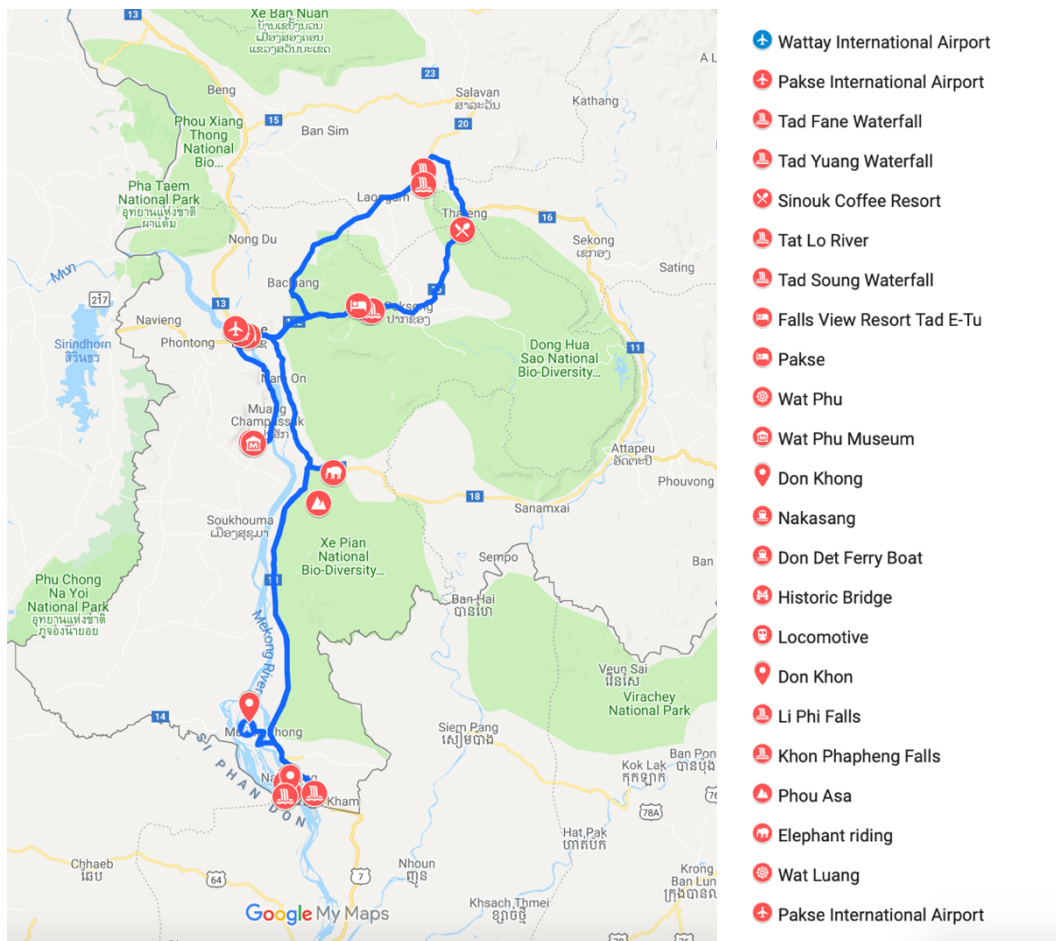
Map 3.1.3: International Large Group Flow in Vientiane Capital



Online

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Map 3.1.4: International Large Group Flow in Southern Laos



Online  
map:

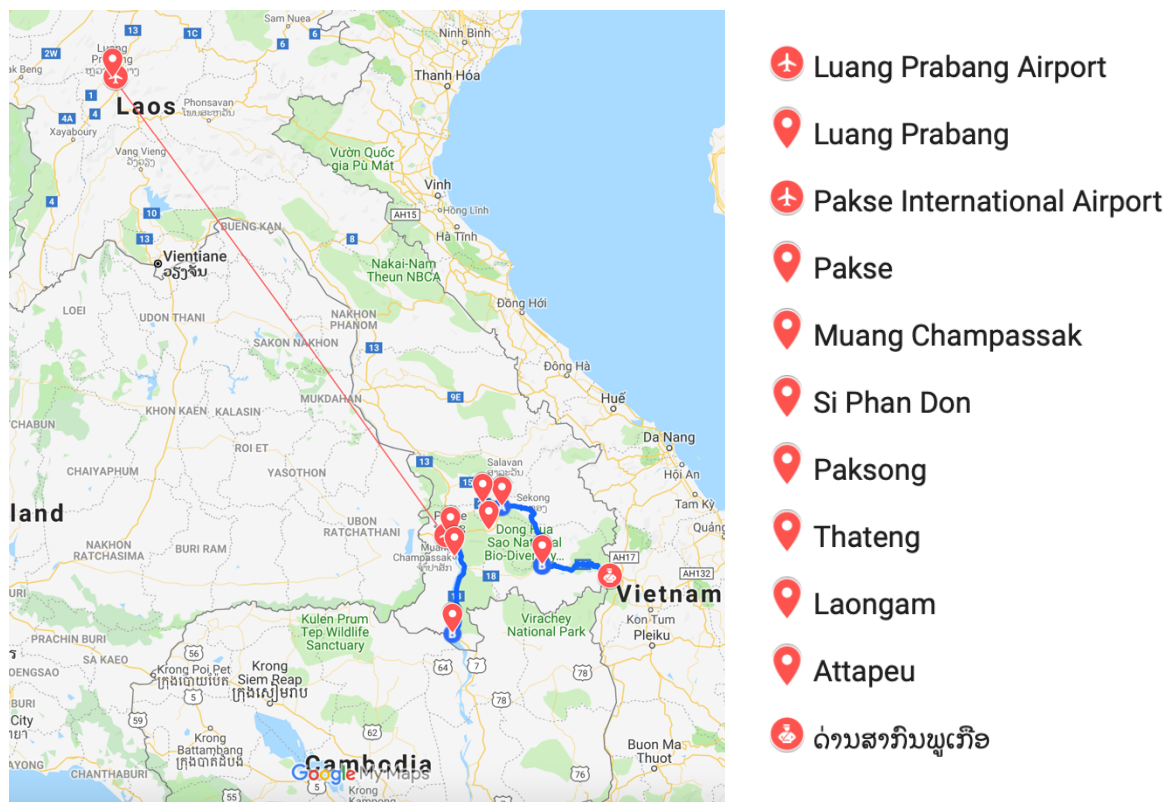
<http://bit.ly/2Zvekbx>

### 3.2 International Small Group Flow

Characteristic	The majority comes from European countries. Books with travel agents, travels in small group of 2 – 8 people. 35 – 70 years old. Itinerary is tailor-made according to their needs. Travels to Luang Prabang and Southern Laos, including Champasak, Salavanh, Sekong and Attapeu provinces. Travels around the city by minivan together with tour guides who takes care of everything. Stays at 3-stars hotels or higher or boutique hotels. They like to interact and do experiential activities. They need good infrastructure to access within tourism sites, including roads, handrails, pier facilities and public toilets. Tour guides are required to have knowledge and experience since this type of tourists do a lot of research and are curious about the culture and history of the destination.
Motivation / Interest	To experience cultural heritage and authentic nature
When do they come?	All year round, peak season is from November to March
How many?	165,800 people (Total number of European visitor to Laos in 2018, but there is no specific statistic for this visitor flow)
Average Spending / Person / Day	150 USD / Person / Day
Average Length of Stay	4 – 10 Days
System Heads	Travel agents in Europe and Laos, such as Exo Travel, Diethelm Travel, Asian Trails, Khiri Travel, Arasa Travel, Laos Mood Travel, Nakarath Travel, Green Discovery, Easia Travel, etc.
Market Mavens	Friends and families
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Laos has cultural heritage and authentic nature</li> <li>– Quiet, peaceful and safe</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited experiential products in both quality and quantity.</li> <li>– Limited quality of service staff in hotels, guesthouses, restaurants, spa services and tour guides.</li> <li>– Limited number of tour guides, particularly French, Spanish, German and Italian speaking guide. Lack of planning to develop the skills of these specific tour guides.</li> <li>– Limited interpretation board in tourism sites that helps visitor to understand and visualize the background of the sites.</li> <li>– Limited facility for the elderly and people with special needs in tourism sites.</li> </ul>

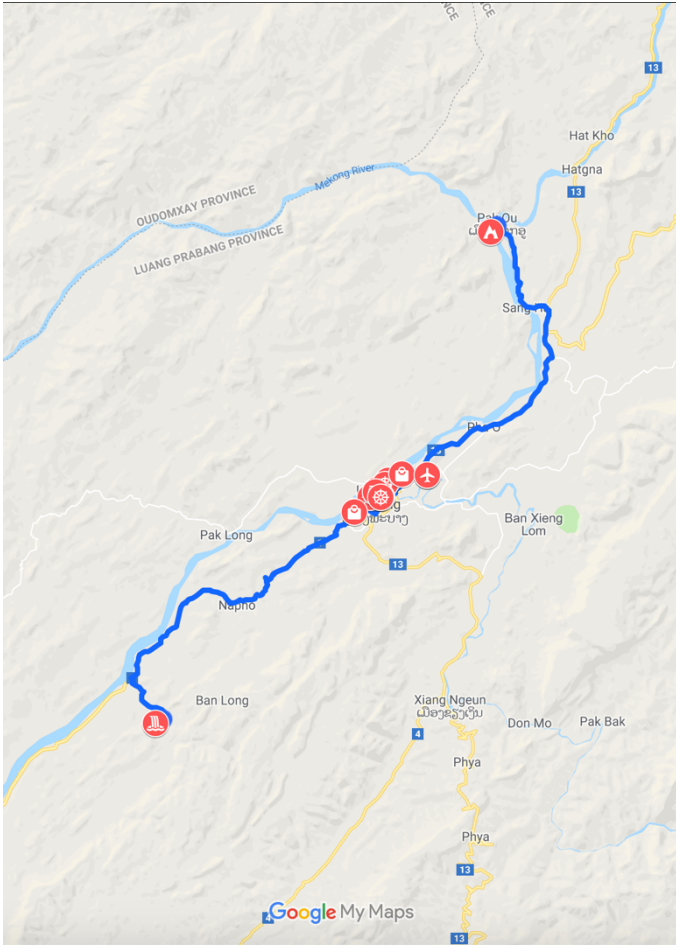
Opportunity	<ul style="list-style-type: none"> <li>– Easy access to technology for visitors that enable them to access to tourism information. Online marketing can be more specific / targeted, effective and measurable in real time.</li> <li>– Can apply for visas online; visitors have easier access to Laos.</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– European visitor covers only a proportion of all visitors to Laos. only 4% of the total visitor to Laos in 2018. The growth rate was low, only +3% in 2018.</li> <li>– Current economic situation is still challenging.</li> </ul>

Map 3.2.1: International Small Group Flow in Laos



Online map: <http://bit.ly/30ONnfg>

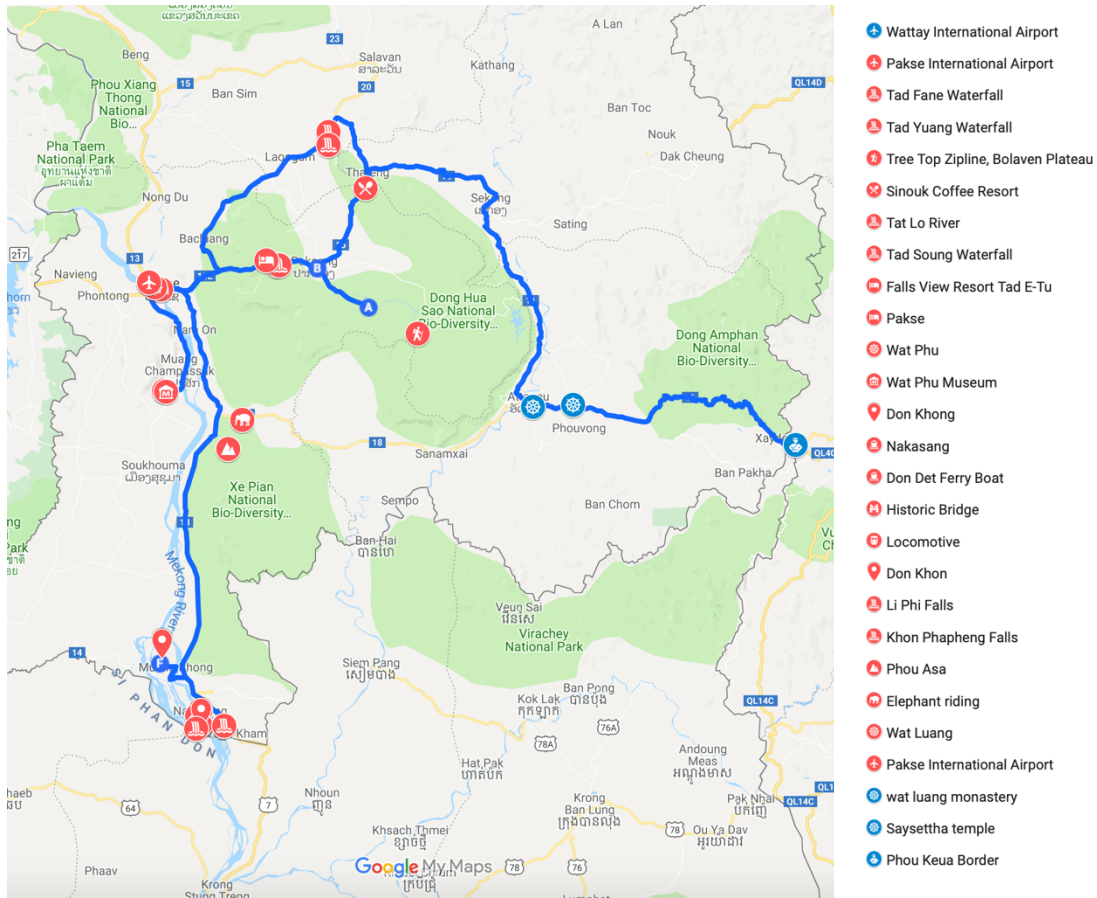
Map 3.2.2: International Small Group Flow in Luang Prabang



- Luang Prabang Airport
- Wat Xiengthong
- Pak Ou Caves
- Royal Palace
- Wat Mai Monastery
- Wat Sene
- Traditional Arts and Ethnology Centre
- Wat Wisunarat
- Wat Aham
- Wat That
- Kuang Si Waterfall
- Phousi Hill
- Night Market
- Ock Pop Tok Living Craft Centre
- That Makmo
- Nalongkone Shop: Saa paper handicraft
- Luang Prabang Airport

Online map: <http://bit.ly/30ONnfg>

Map 3.2.3: International Small Group Flow in Southern Laos



Online map: <http://bit.ly/30NtUvx>

### 3.3 International Experiential FIT Flow

#### International Experiential<sup>10</sup> FIT<sup>11</sup> Flow

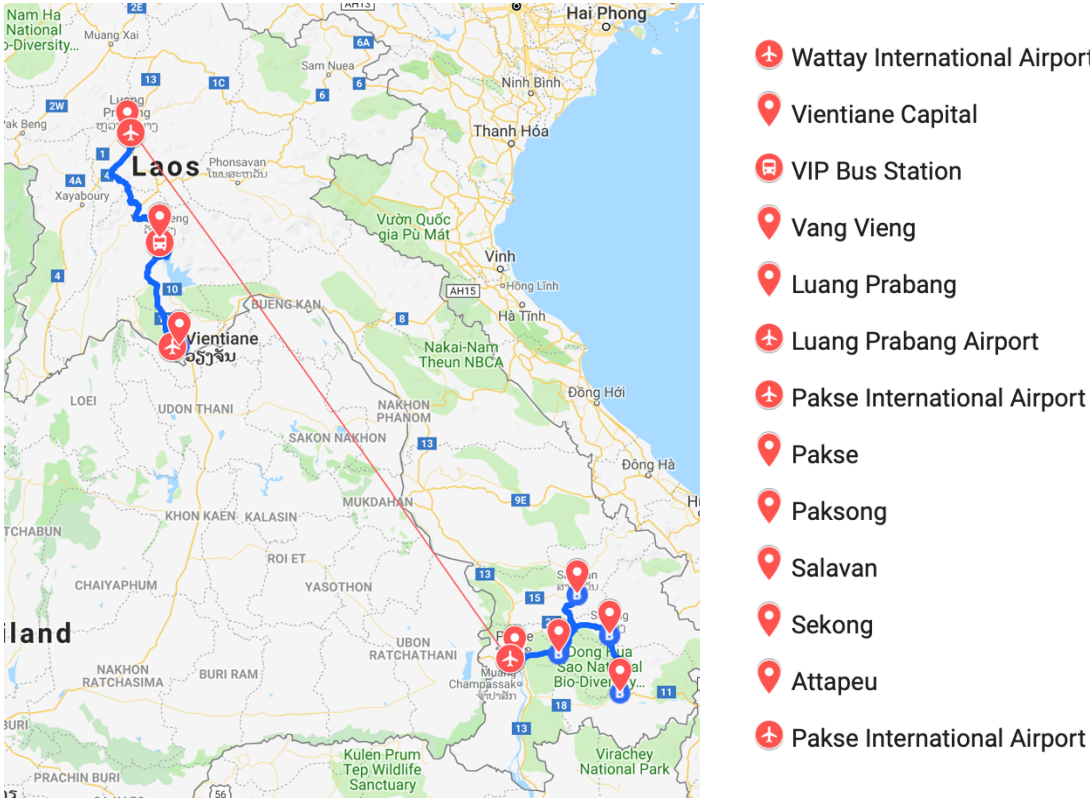
Characteristic	They come from Europe, UK, Australia, USA and expats working in Asia (Bangkok, Chiang Mai, Singapore, Hanoi, etc.). Middle age, travels as couples and families. Travels to Vientiane Capital, Vang Vieng, Luang Prabang and Southern Laos. Medium to high budget. They prepare and travel on their own because they prefer to be independent and they are technology savvy. They search things to do on TripAdvisor, Lonely Planet or the destination website. They book flight tickets on Expedia or other online booking platforms and book accommodations through Agoda or Booking.com. They book day trip programs, such as Treetop Explorer and Mystic Mountain Coffee. They use local guides, stay at good quality accommodations that are quiet and avoid accommodation where big tour groups stay. Uses spa services. Likes to experience local culture. Travels to different provinces by plane and visit tourist information center.
Motivation / Interest	<ul style="list-style-type: none"> <li>– To experience cultural heritage and authentic nature</li> <li>– To escape from work</li> </ul>
When do they come?	All year round, peak season is from November to March
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	90+ USD / Person / Day
Average Length of Stay	7 – 10 Days
System Heads	Agoda, booking.com, hotels.com
Market Mavens	Friends, travelers, TripAdvisor, tourist information centers
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Laos has cultural heritage and authentic nature</li> <li>– Quiet, peaceful and safe</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited online tourism information, especially Southern Laos. For instant, TripAdvisor, Google Map, Lonely Planet, etc.</li> <li>– Limited access to homestay information in the provinces</li> <li>– Limited experiential products</li> </ul>

<sup>10</sup> Experiential / Experiential Traveler: are people who want to experience local culture rather than just seeing, such as rice farming experience

<sup>11</sup> FIT: Free Independent Traveler

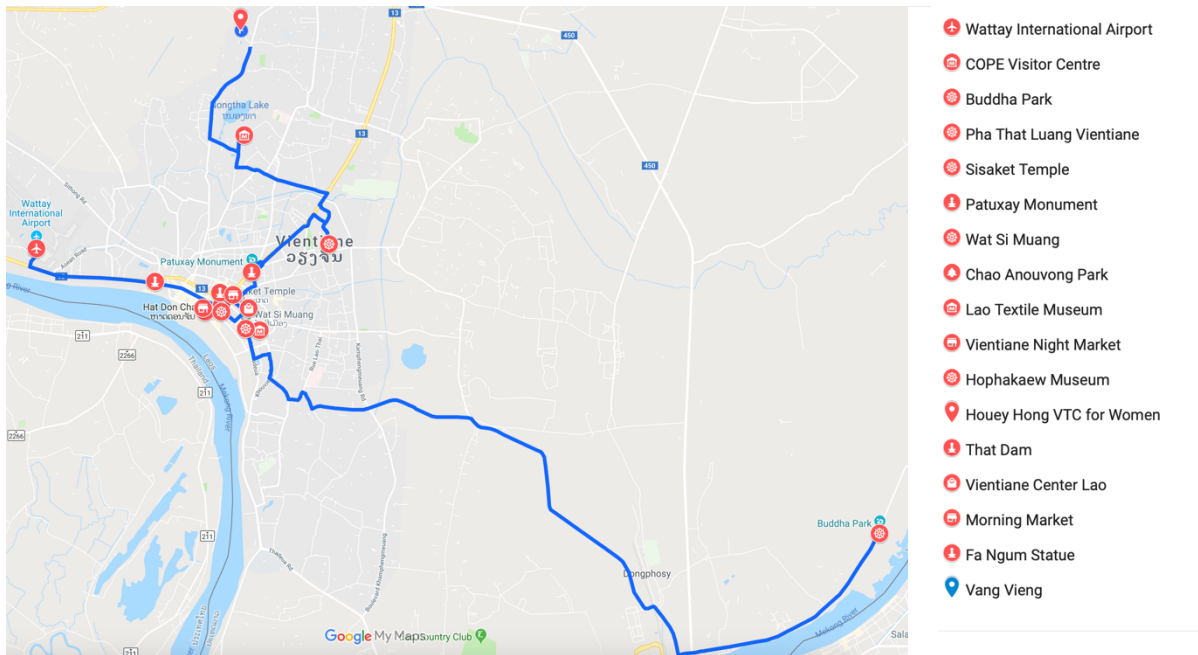
	<ul style="list-style-type: none"> <li>– Limited homestay standard</li> <li>– Limited access to public transportation</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Easy access to technology for visitors enables access to online tourism information.</li> <li>– Visa can be applied online; visitors have easier access to Laos</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Traveling independently by road is still risky due to poor road conditions, narrow roads, vehicles travelling at high speed and there is no separate lane for motorbike and bicycles. In addition, some visitors are not familiar with riding motorbike, which may cause road accidents.</li> <li>– Internet signal is not widely covered; finding online information is difficult</li> </ul>

Map 3.3.1: International Experiential FIT Flow in Laos



Online map: <http://bit.ly/2PObDxp> Source: <http://bit.ly/30Q4gpV>

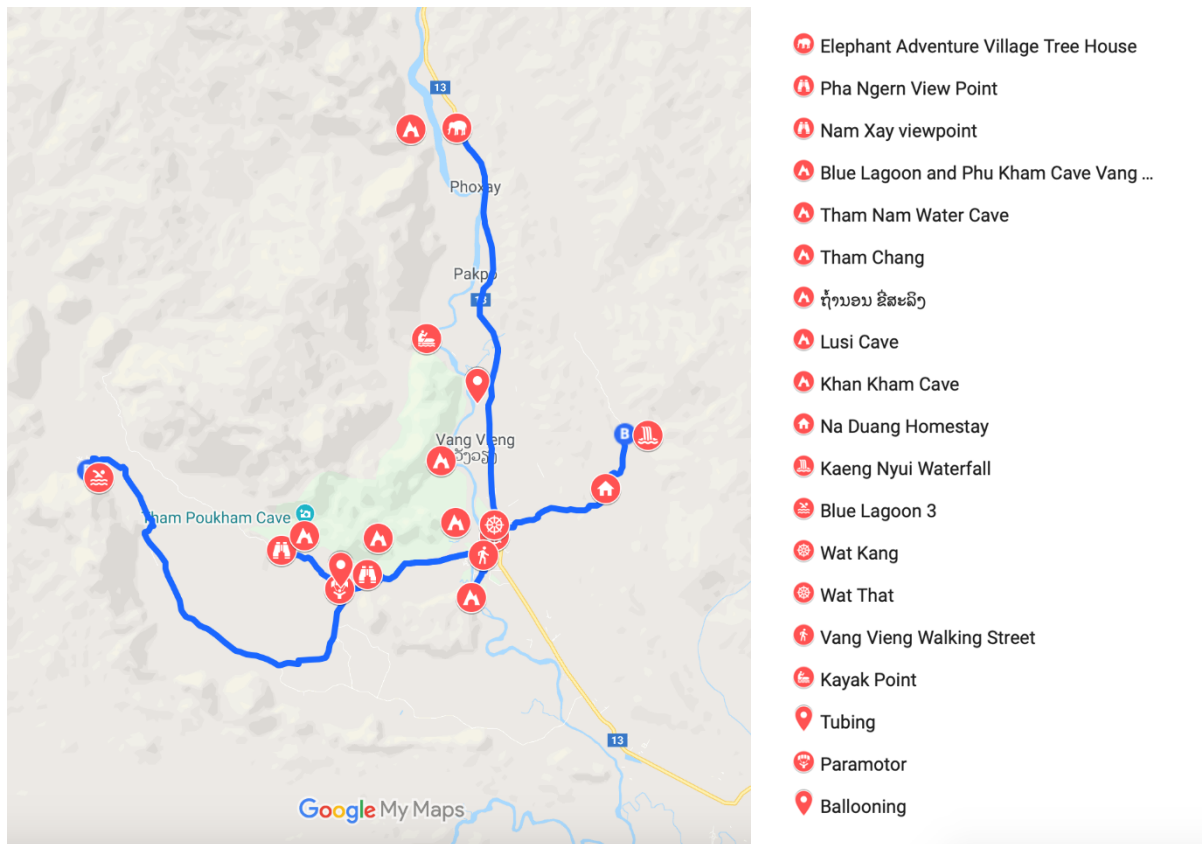
Map 3.3.2: International Experiential FIT Flow in Vientiane Capital



Online map: <http://bit.ly/2LeHmn1>

Source: <http://bit.ly/2Zu82Zq>

Map 3.3.3: International Experiential FIT Flow in Vang Vieng

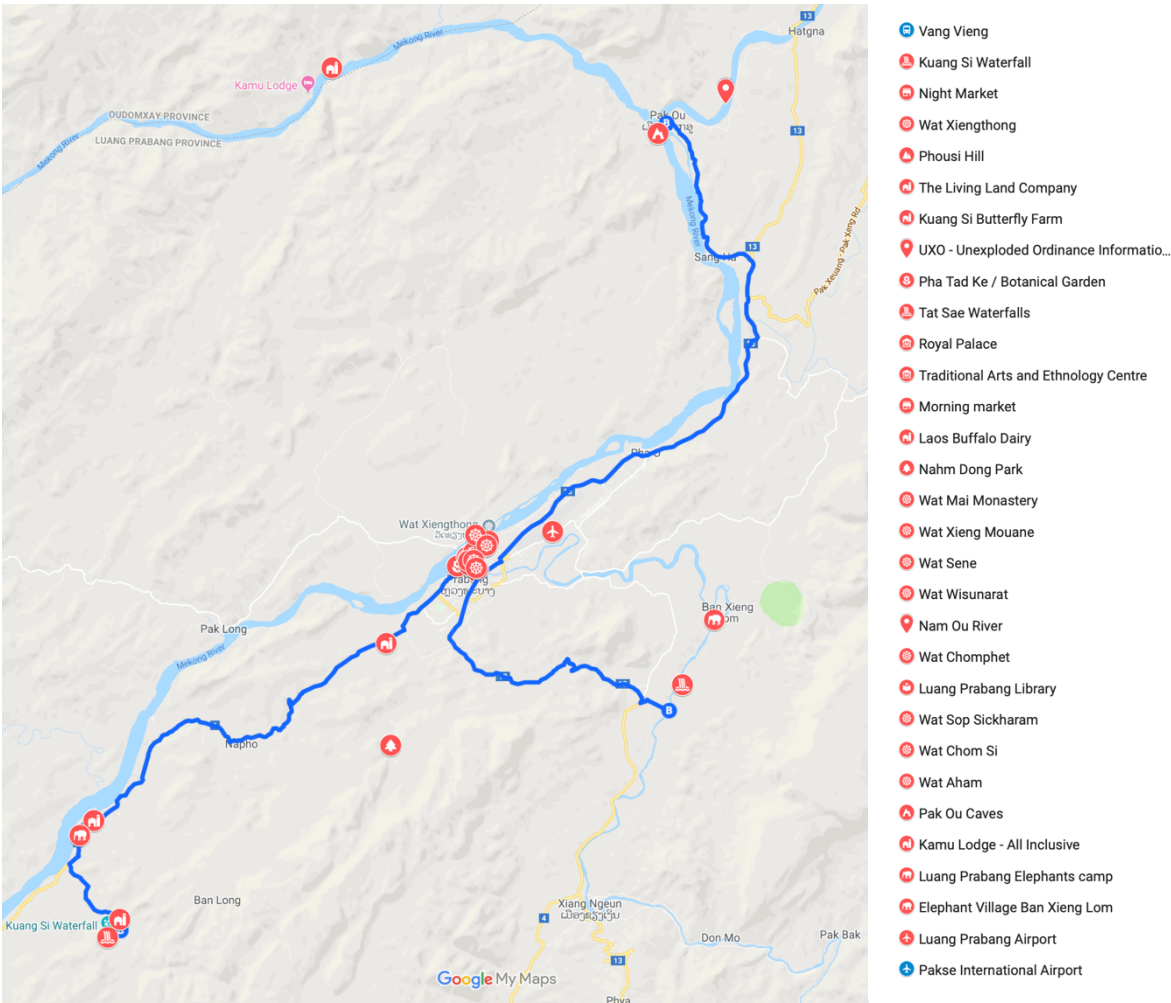


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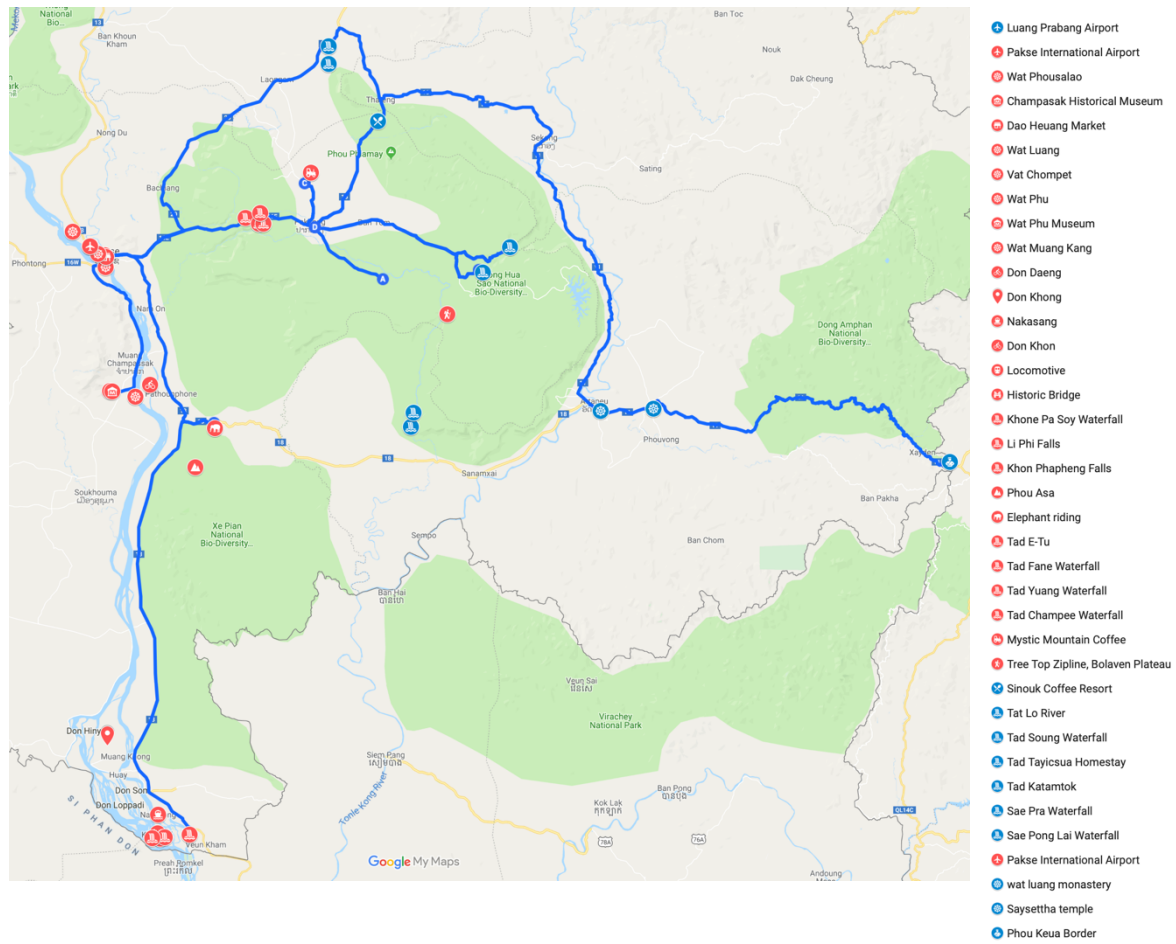
Map 3.3.4: International Experiential FIT Flow in Luang Prabang



Online: <http://bit.ly/2Pwrhx6>

Source: <http://bit.ly/2Zu89Ek>

Map 3.3.5: International Experiential FIT Flow in Southern Laos

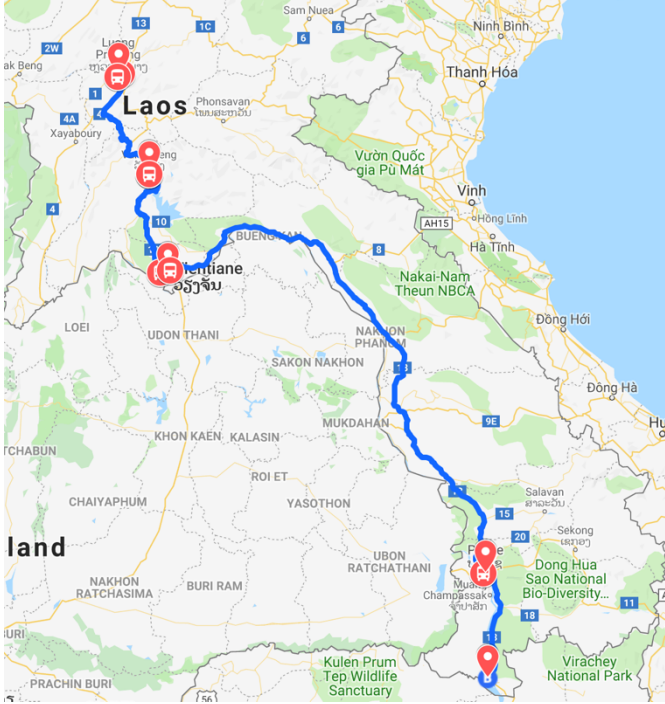


Online map: <http://bit.ly/2Zu89Ek>

### 3.4 International Budgeted FIT Flow

Characteristic	They come from Europe, UK, Australia and USA. Adults, between 18 – 29 years old with limited budget. Laos is part of their regional itinerary, including Cambodia, Thailand and Vietnam. Their tour in Laos includes Vientiane Capital, Luang Prabang, Vang Vieng and Southern Laos. Access to information and travel arrangement is similar to the International experiential FIT flow as they are also very technology savvy. The key difference is that they prefer inexpensive activities, stay in affordable hotels and guesthouses with internet access. They do homestays, travels to different provinces by plane or buses.
Motivation / Interest	To gain new experience and entertainment
When do they come?	All year round
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	15 – 20 USD / Person / Day
Average Length of Stay	7 – 10 Days
System Heads	Agoda, booking.com, hotels.com, lonely planet
Market Mavens	TripAdvisor, Travefish
SWOT Analysis	
Strength	– Laos has beautiful attraction and inexpensive entrance fee, affordable accommodation, food and transportation costs.
Weakness	– Limited English communication skills of homestay providers – Difficult access to public transportations
Opportunity	– Easy access to technology for visitors enables them to access online tourism information. – Visa can be applied online; visitors have easier access to Laos
Threat	– Travel independently on the road is still risky due to poor road condition, narrow roads, and there is no separate lane for motorbikes and bicycles. In addition, some visitors are not familiar with riding motorbikes, which may cause road accidents. – Internet signal is not widely covered; finding online information is difficult

Map 3.4.1: International Budgeted FIT Flow in Laos



- Luang Prabang Airport
- Luang Prabang
- Luang Prabang Southern Bus Terminal
- Vang Vieng Bus Terminal
- Vang Vieng
- Vang Vieng Bus Terminal
- Vientiane Northern bus station
- Vientiane Capital
- Southern Bus Station Vientiane Laos
- VIP Bus Station
- Pakse
- Si Phan Don

Online map: <http://bit.ly/2UmYI9A>

Source:

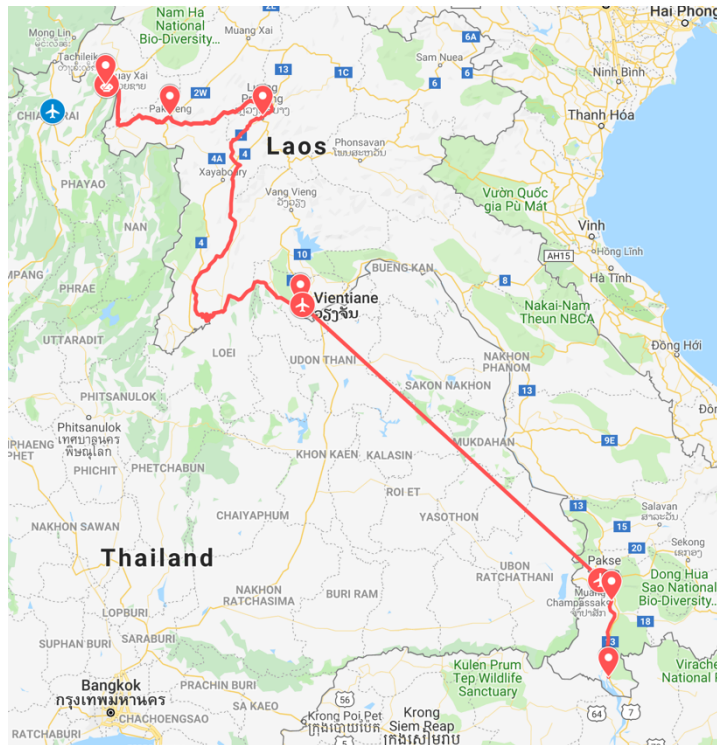
<https://southeastasiabackpacker.com/destinations/laos-2>











<https://www.hostelworld.com/blog/backpacking-laos>

### 3.5 Mekong River Cruise Flow

Characteristic	They are mid to high end visitors. One of the most popular routes is from Houai Xay to Luang Prabang, some groups continue to travel to Vientiane Capital and catch a flight to Pakse International Airport in order to catch a cruise to the 4000 islands. Some groups do only from Pakse city or Champasak to the 4000 islands.
Motivation / Interest	To experience the cultural heritage along the Mekong river
When do they come?	Peak season is from October to March. The Mekong river cruise does not operate from April to May since the water level is too low.
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	160 – 220 USD / Person / Day
Average Length of Stay	2 - 8 Days
System Heads	Travel agents who operate river cruises, such as Mekong River Cruise, Mekong Smile Cruise and The Luang Say Lodge & Cruise. Travel agents who sell river cruises, such as Exo Travel, Nakarath Travel, Diethelm Travel, Laos Mood Travel, etc.
Market Mavens	Friend, TripAdvisor
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Natural and cultural heritage along the Mekong river</li> <li>– Quiet, peaceful and safe</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– The Mekong river is too low in some period which make it difficult to cruise</li> <li>– Environmental issue along the Mekong</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Easy access to technology for visitors enables them to access online tourism information</li> <li>– Visa can be applied online; visitors have easier access to Laos</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Building dams on the Mekong river cause changes in the river level, making it difficult for cruises to operate.</li> </ul>

Map 3.5.1: Mekong River Cruise Flow in Laos



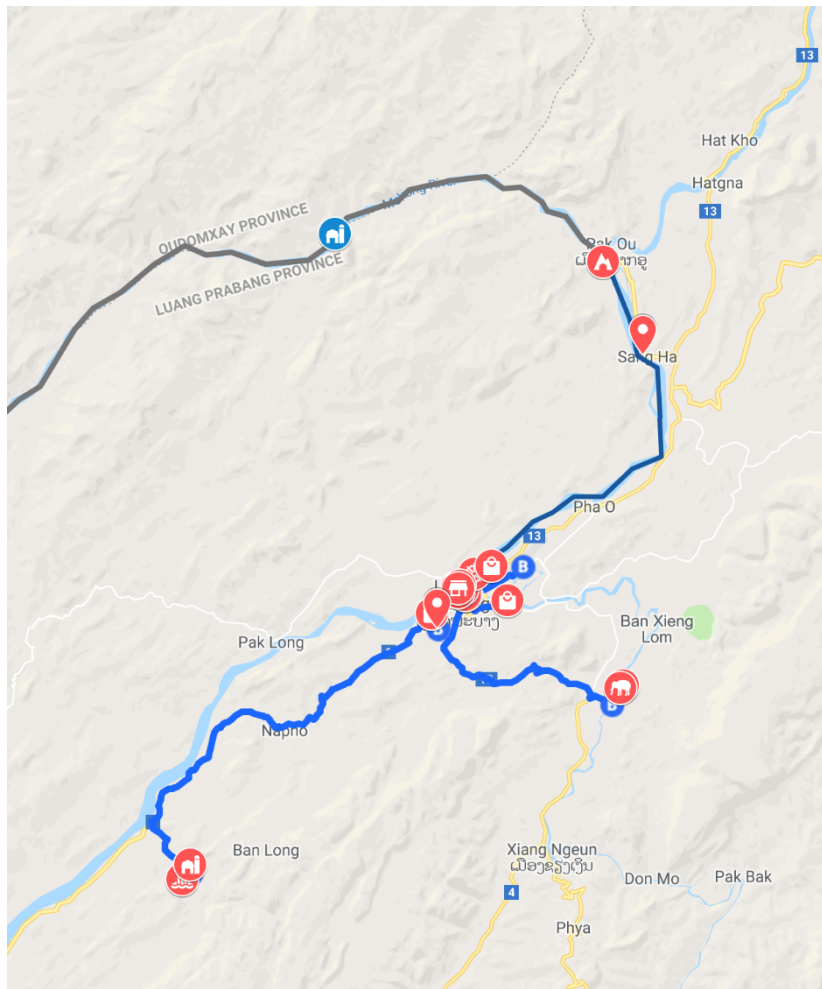
-  Chiang Rai Inter. Airport
-  Laos Immigration
-  Houai Xay
-  Pak Beng
-  Luang Prabang
-  Vientiane Capital
-  Wattay International Airport
-  Pakse International Airport
-  Champasak
-  4000 Islands

Online map: <http://bit.ly/2ZBY3Re>

Source:

- <http://cruisemekong.com/routes-destinations.html>
- <https://www.luangsay.com/>
- Nakarath Travel
- Diethelm Travel

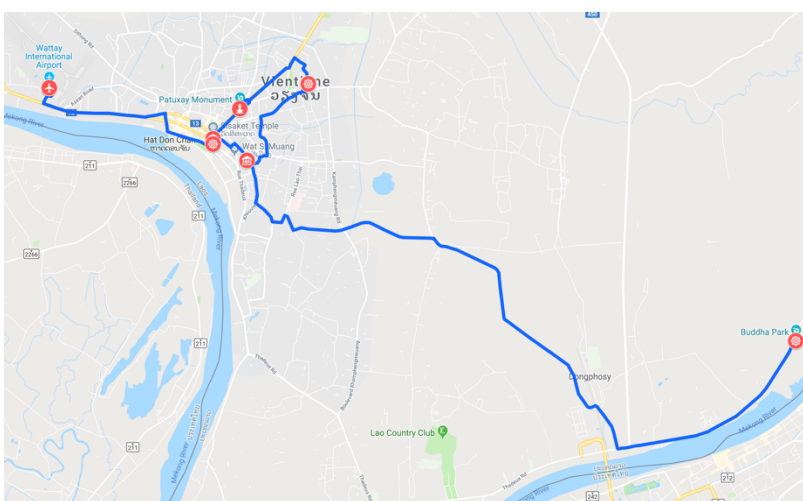
Map 3.5.2: Mekong River Cruise Flow in Luang Prabang



- Chiang Rai Inter. Airport
- Laos Border Control
- Luang Say Lodge
- Pak Beng
- Le Grand Pakbeng
- Kamu Lodge
- Pak Ou Caves
- Ban Xang Hai
- Wat Wisunarat
- That Makmo
- Phousi Hill
- Wat Mai Monastery
- Wat Xiengthong
- Luang Prabang Morning market
- Kuang Si Waterfall
- Kuang Si Butterfly Farm
- Royal Palace
- Traditional Arts and Ethnology Centre
- Tat Sae Waterfalls
- Elephant Sanctuary (Tad Sae)
- Night Market
- Ock Pop Tok Living Craft Centre
- The Bamboo Experience
- Nalongkone Shop: Saa paper handicraft
- Phanom Handicraft Center
- Vientiane Capital

Online map: <http://bit.ly/2MN8Ge0>

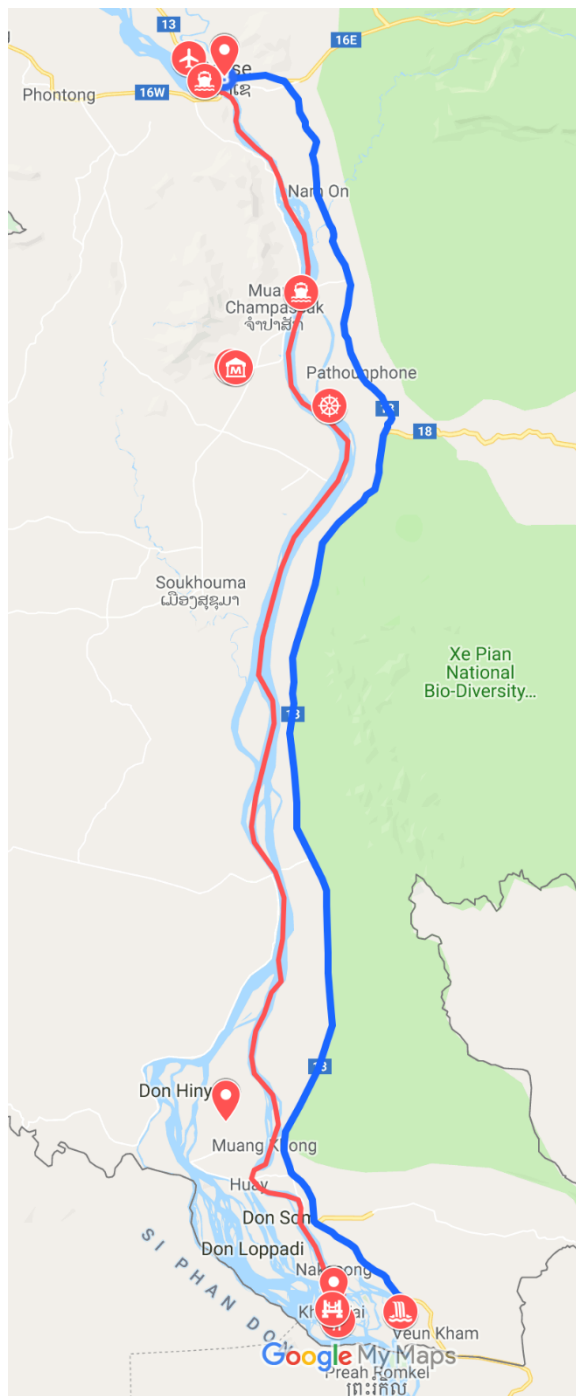
Map 3.5.3: Mekong River Cruise Flow in Vientiane Capital
















- Luang Prabang
- Sisaket Temple
- Hophakaew Museum
- COPE Visitor Centre
- Patuxay Monument
- Pha That Luang Vientiane
- Buddha Park
- Wattay International Airport
- Pakse International Airport

Online map: <http://bit.ly/2MN8Ge0>

Map 3.5.4: Mekong River Cruise Flow in Southern Laos



-  Wattay International Airport
-  Pakse International Airport
-  The Vat Phou Cruise
-  Champasak Pier
-  Wat Phu
-  Wat Phu Museum
-  Tomo Temple
-  Don Khong
-  Don Khon
-  Locomotive
-  Historic Bridge
-  Khon Phapheng Falls
-  Pakse

Online map: <http://bit.ly/2ZCRHkp>

Source: [www.vatphou.com](http://www.vatphou.com)



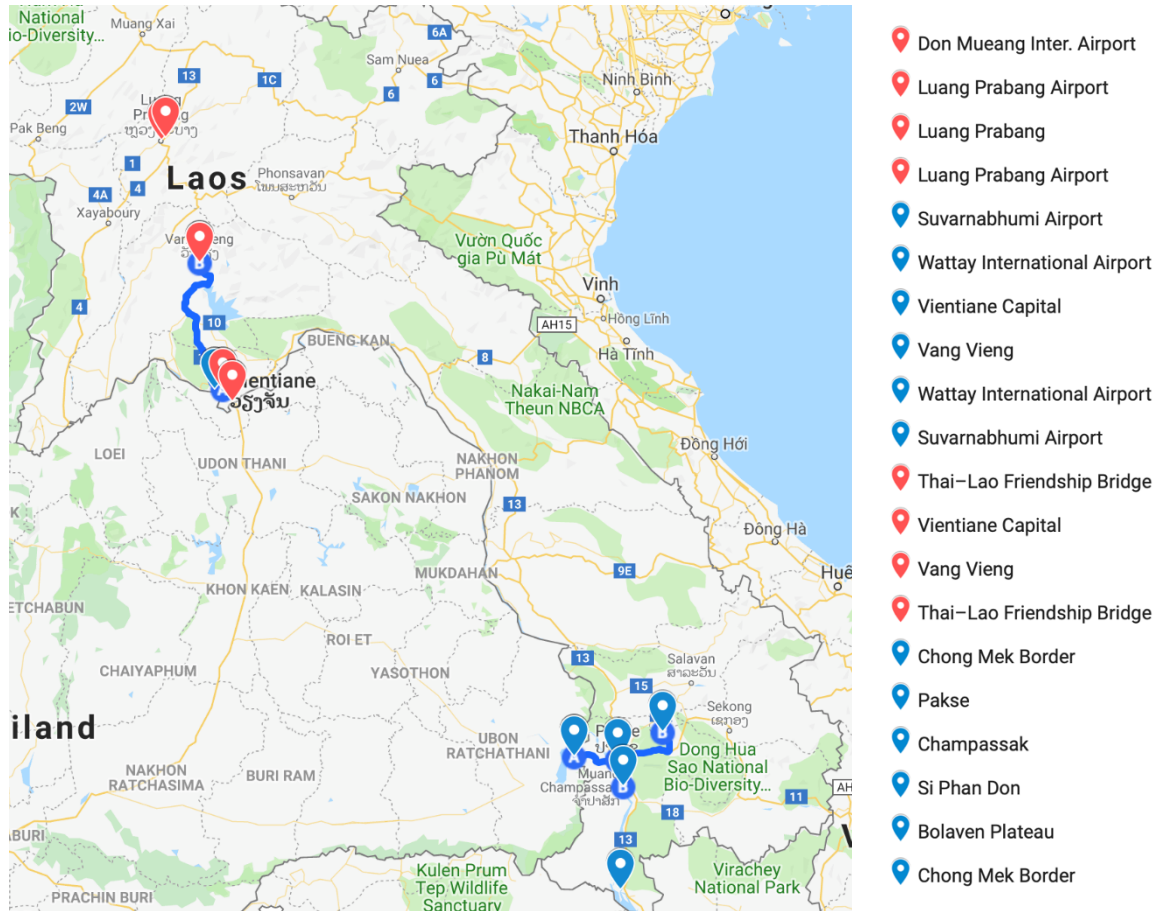
### 3.6 Thai Packaged Tour Flow

Characteristic	There are 4 popular routes for the Thai packaged tour groups, including: 1) Fly to Luang Prabang, 2) Fly to Wattay airport to travel within Vientiane Capital and Vang Vieng District, 3) Travel by big buses or minivans crossing the Friendship Bridge 1 to visit sites around Vientiane Capital and Vang Vieng and 4) Travel by big buses or minivans via Chong Mek Border for sightseeing around Champasak province and Southern Laos. Most of them are middle-aged and older people. They are interested in religion, making merit and off – season offerings. The tour follows the itinerary made by the travel agents. They do not have time to engage or interact with the destination hosts as they travel in a big group and their schedule is tight. They like to be entertained at the tourism site and during travel. Therefore, tour guides are required to have entertainment skills, such as storytelling and singing. Women likes to shop at Dao Heuang Market, but most of the products are factory made. Men prefers to enjoy the night life. They like massages, spas and use public toilets in the rest areas when they travel.
Motivation / Interest	To experience cultural heritage, authentic nature and entertainment
When do they come?	Peak season is during Lao New Year and long holidays in Thailand
How many?	There were 1.9 million Thai visitors came to Laos in 2018, but some of them might have travelled independently
Average Spending / Person / Day	56 – 118 USD / Person / Day <sup>12</sup>
Average Length of Stay	3 days, 2 nights
System Heads	Travel agents in Thailand and Laos Tourism attraction concession company, such as Yingchokchai Group (Champasak province)
Market Mavens	pantip.com, TripAdvisor, Sanook, MThai
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– There are direct flights from Thailand, such as Bangkok and Chiang Mai including budgeted airlines.</li> <li>– Laos and Thailand share borders, and there are friendship bridges</li> <li>– There is a new road from Thailand to travel to Luang Prabang, this has shortened the distance and reduce the travel time.</li> <li>– Similar language and culture, it is easy to communicate</li> </ul>

<sup>12</sup> Calculated from tour package 5,200 – 10,950 Thai Baht / person, based on number per group and type of accommodation

Weakness	– Tour packages in Laos is more expensive than our neighboring countries, such as Vietnam. Thai tourists are travelling more to Vietnam.
Opportunity	– There is a project to upgrade the domestic border between Xanakham District, Vientiane Province and Xiengkhan, Loei province. Thai tourists may travel more to Laos <sup>13</sup> .
Threat	– Thai politic is still uncertain – Thai economy is still challenging, people may travel less

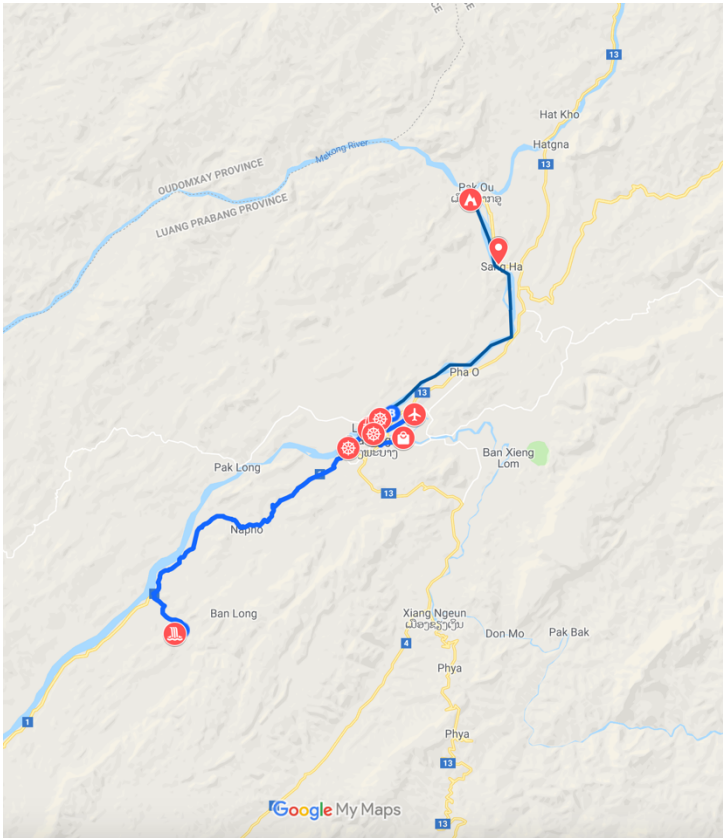
Map 3.6.1: Thai Packaged Tour Flow in Laos



Online map: <http://bit.ly/34jtmzY> , Source: <http://bit.ly/2MKIaID>, <http://bit.ly/2ZqCKTr>

<sup>13</sup> Target Magazine

Map 3.6.2: Thai Packaged Tour Flow in Luang Prabang

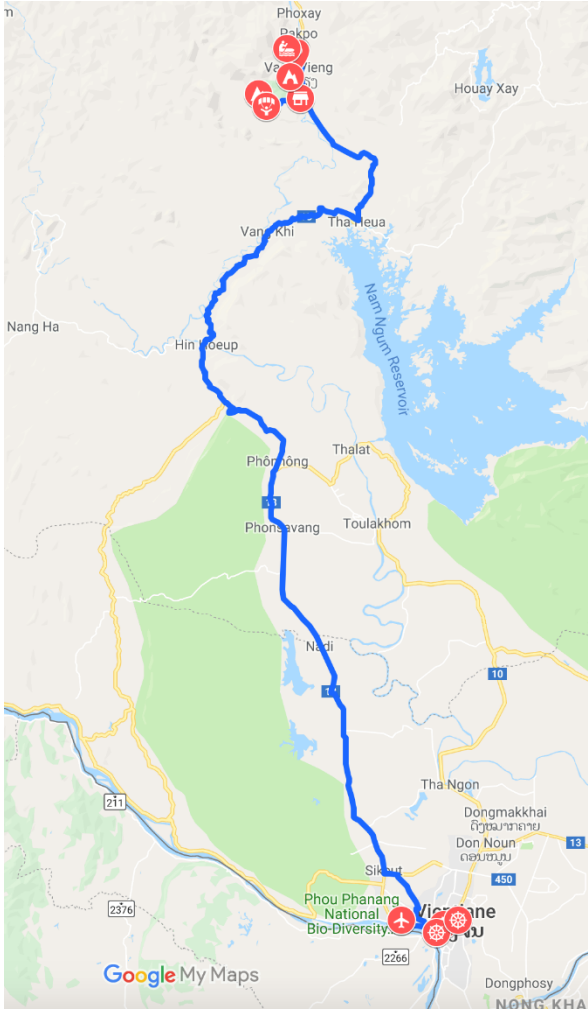















- Luang Prabang Airport
- Royal Palace
- Wat Wisunarat
- Wat Aham
- Wat Mai Monastery
- Phousi Hill
- Night Market
- Kuang Si Waterfall
- Wat Sene
- Wat Xiengthong
- Pak Ou Caves
- Phanom Handicraft Center
- Ban Xang Hai
- That Makmo
- Vat Phra Bat Tai - Chua Phat Tich

Online map: <http://bit.ly/32lFUox>

Source: <http://bit.ly/2LmL10i>

Map 3.6.3: Thai Packaged Tour Flow in Vientiane Capital & Vang Vieng

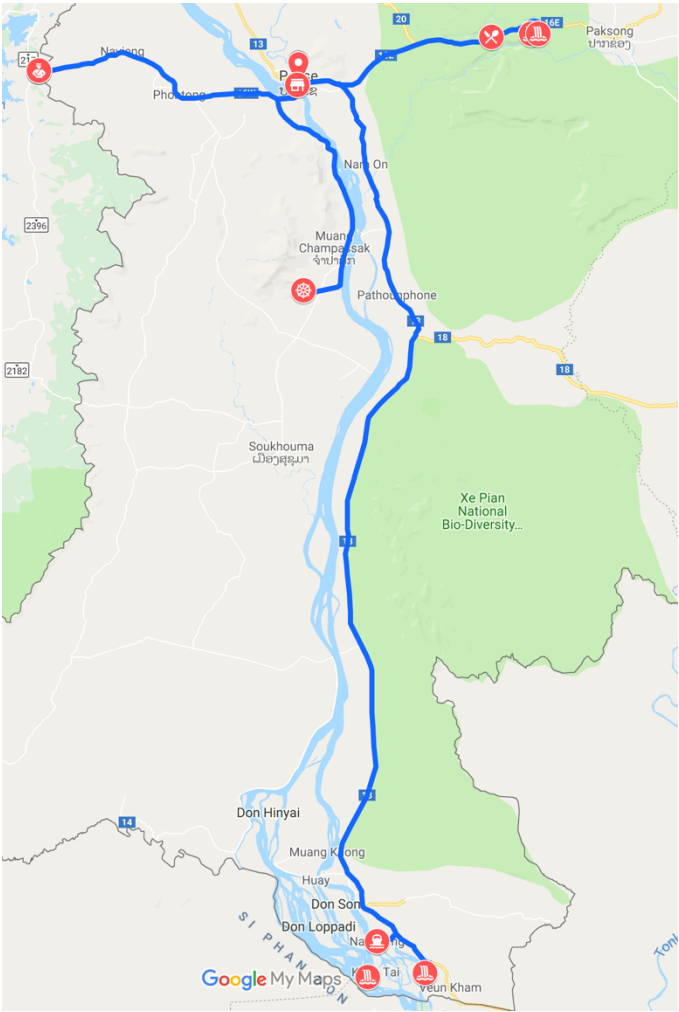













-  Suvarnabhumi Airport
-  Wattay International Airport
-  Patuxay Monument
-  Hophakaew Museum
-  Pha That Luang Vientiane
-  Vang Vieng
-  Vang Vieng Walking Street
-  Kayak
-  Tham non - Zipline
-  Blue Lagoon & Phu Kham Cave
-  Above Laos Ballooning
-  Wattay International Airport
-  Suvarnabhumi Airport

Online map: <http://bit.ly/34hvzfd>

Source: <http://bit.ly/34fIC0v>

Map 3.6.4: Thai Packaged Tour Flow in Southern Laos



-  Chong Mek Border
-  Pakse
-  Wat Phu
-  Nakasang
-  Li Phi Falls
-  Khonephapheng Waterfall
-  Sabaidee Valley
-  Tad Fane Waterfall
-  Tad Yuang Waterfall
-  Dao Heuang Market
-  Chong Mek Border

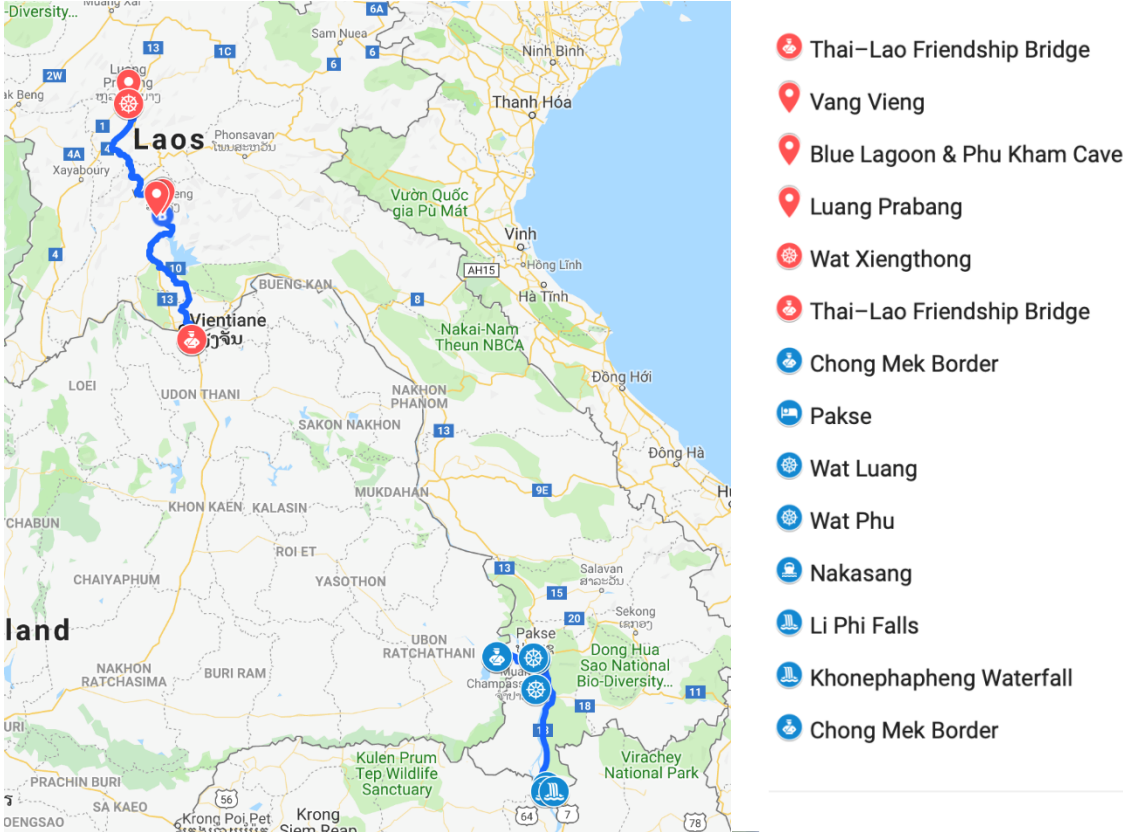
Online map: <http://bit.ly/34i5bl4>

Source: <http://bit.ly/2UnfRu9>

### 3.7 Thai Big Bike Caravan Flow

Characteristic	They are groups of bike lover from Thailand, form themselves as an association or a club who like to travel by bike on a tour package organized by travel agents in Thailand. They are sponsored by motorbike factory and distributors, such as Honda, Yamaha, etc. There are 2 popular routes, including: 1) Cross the Friendship Bridge 1 to travel from Vientiane Capital to Vang Vieng and Luang Prabang. Stay in Vang Vieng and Luang Prabang for 1 night each. 2) Travel to Chong Mek border in Champasak province to travel to Pakse city, Champasak and Khong districts. Some groups travel to Vietnam before riding to Attapeu via Phoukeua border. They stay in Pakse city for 2 nights, spend most of their time on bikes and like to travel in rural area. If preferred accommodations are not available in some areas, camping is their solution. For instant, at Sae Pha and Sae Pong Lai waterfalls. They do homestays, such as Nong Louang village at Paksong district. They like adventurous activities, including ziplining at Tadfane waterfall. They use massage and spa services and public toilets.
Motivation / Interest	To enjoy riding motorbike and experience cultural heritage and authentic nature along the road.
When do they come?	All year round
How many?	There is no specific statistics for this visitor flow
Average Spending / Person / Day	97 USD / Person / Day
Average Length of Stay	2 – 3 Days
System Heads	Motorbike factory and distributors in Thailand, such as Honda and travel agents in Thailand who sell big bike tour packages.
Market Mavens	Motorbike group / club in Thailand
SWOT Analysis	
Strength	– Natural and cultural heritage along the road
Weakness	– Road safety is still a challenge – Short length of stay, visit few attractions, spend most of their time on motorbikes
Opportunity	– Big bike tours are gaining popularity in Thailand
Threat	– Strong competition from Thailand, Cambodia, Vietnam and China

Map 3.7.1: Thai Big Bike Caravan Flow in Laos



Online map: <http://bit.ly/34e2XDr>

Source: <http://bit.ly/2Ztg12y>, <http://bit.ly/2LjQ4iz>, <http://bit.ly/34hTXwX>

### 3.8 Thai Off Road Caravan Flow

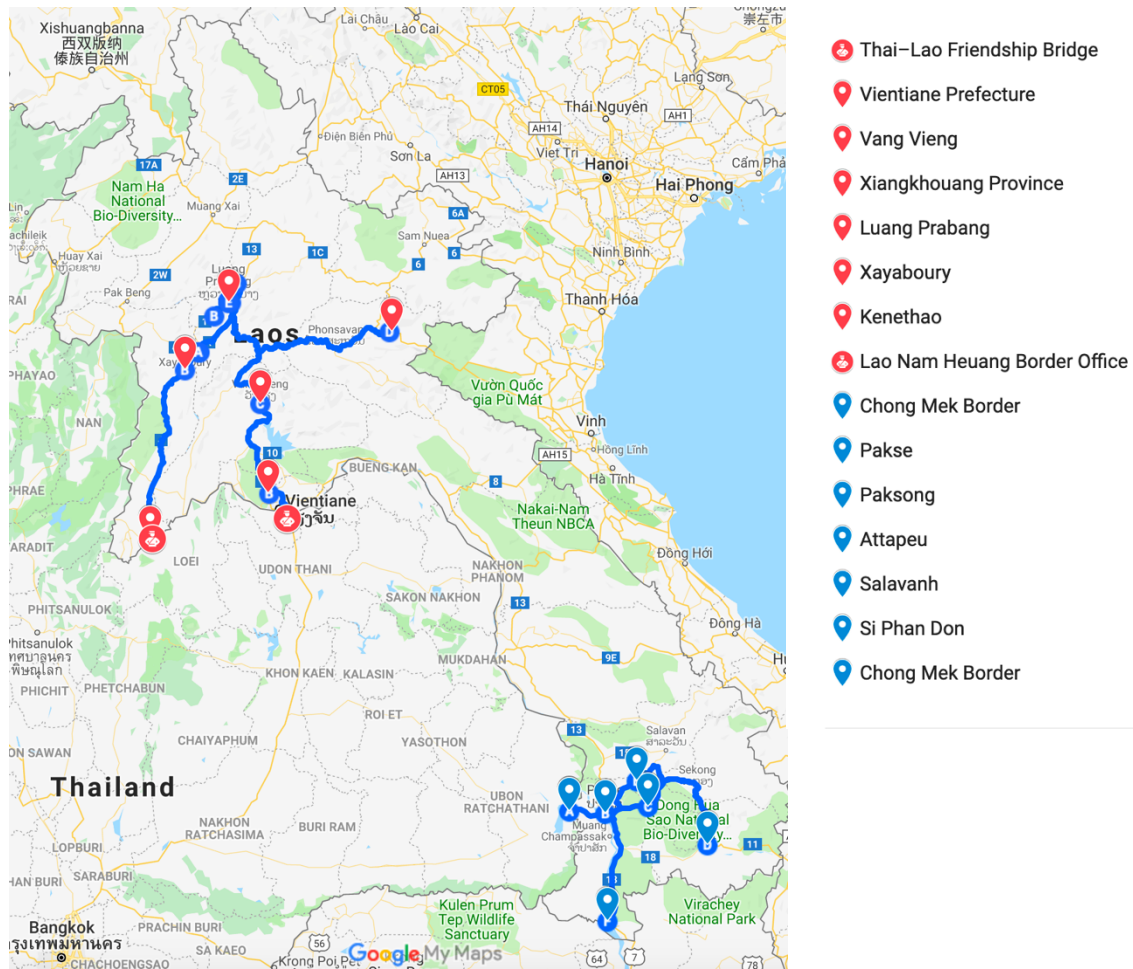
Characteristic	They are the off-road car lovers from Thailand, form themselves as an association or a club who like to travel by off- road cars with a tour package organized by travel agents in Thailand. They are sponsored by major car manufacturers and distributors, such as Toyota, Ford, etc. They spend most of their time in their vehicles and like to drive in rural areas. If the preferred accommodations are not available in some areas, camping is their solution. For instance, at Sae Pha and Sae Pong Lai waterfalls. They like adventurous activities, including ziplining at Tadfane waterfall. They use massage and spa services and public toilets.
Motivation / Interest	To enjoy driving car and experience cultural heritage and authentic nature along the road.
When do they come?	All year round
How many?	There is no specific statistics for this visitor flow
Average Spending / Person / Day	110 USD / Person / Day <sup>14</sup>
Average Length of Stay	4 days 3 nights
System Heads	Travel agents who sell off- road car tour packages in Thailand and Laos. Automotive Factory and Distributors, such as Toyota, Ford and Isuzu
Market Mavens	Off – road car love club in Thailand, friend, social media: Pantip
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Cultural heritage and authentic nature</li> <li>– Similar language and culture, it is easy to communicate</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited online tourism information, such as Southern Laos website, pantip, Google Map, TripAdvisor, etc.</li> <li>– Limited directional signposts on majority of the roads</li> <li>– Limited marketing collaboration with travel agents who sell off-road car packaged tours in Laos and Thailand</li> <li>– Limited public toilet standard</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Off- road car tours are gaining popularity in Thailand</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Road conditions in Laos are still difficult, some places are too narrow which increases the risk of accidents.<sup>15</sup></li> </ul>

<sup>14</sup> Calculated from tour package 4 days 3 nights, cost 12,900 Baht / person, + vehicle, 2,900 Baht / vehicle

<sup>15</sup> <http://bit.ly/2Uk7Ru9>



Map 3.8.1: Thai Off Road Caravan Flow in Laos



Online map: <http://bit.ly/2MOYOQO>

Source: <http://bit.ly/2zIcgO4>, <http://bit.ly/2LdNwE0>

<http://bit.ly/32oR245>, <http://bit.ly/2ZtmDEN>

### 3.9 Korean Group Flow

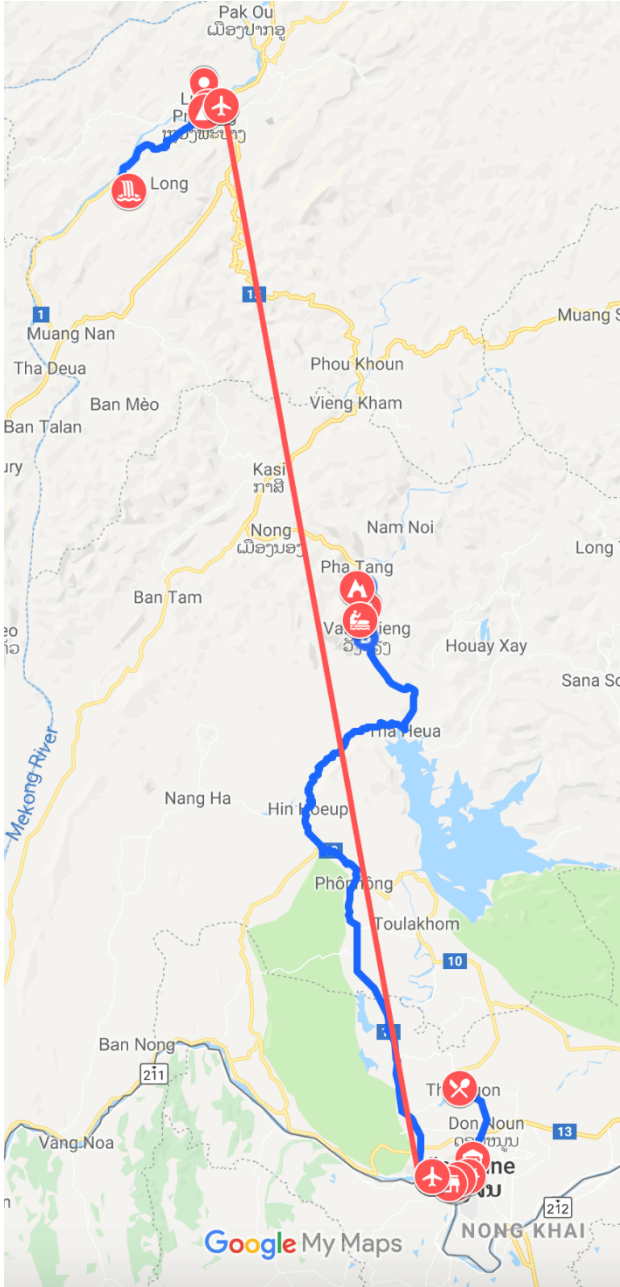
Characteristic	Travel as a group with travel agents. Fly to Wattay airport, travel to Vientiane Capital, Luang Prabang and Vang Vieng. They continue their travel in Vientiane Capital before fly back via Wattay airport.
Motivation / Interest	Natural and cultural heritage
When do they come?	All year round
How many?	174,400 Korean visitors came to Laos in 2018, but the figure has not been categorized whether they came as a group or independently.
Average Spending / Person / Day	No data
Average Length of Stay	4 – 6 days
System Heads	Travel agents who sell package tours for Korean, such as Hana Tour
Market Mavens	Tripsteem <sup>16</sup> , Trip.com <sup>17</sup> , Korean Embassy in Laos
SWOT Analysis	
Strength	– There are direct flights from South Korea to Vientiane Capital, such as Seoul city (daily) and Busan (3 days/week)
Weakness	– Limited tourism information and interpretation materials in Korean – Locally owned tourism businesses lack competitiveness to compete with Korean own businesses. Korean tourists prefer to use businesses and services that are owned by Koreans.
Opportunity	– Easy access to technology for visitors enables them to access online tourism information.
Threat	– There has been a decreasing number of Korean visitors to Laos, it dropped 20% in the first half of 2019 <sup>18</sup> .

<sup>16</sup> <https://kr.tripsteem.com>

<sup>17</sup> <https://kr.trip.com>

<sup>18</sup> The Laotiane Times

Map 3.9.1: Korean Group Flow in Laos



- Wattay International Airport
- Lao National Museum
- Hophakaew Museum
- Sisaket Temple
- Tha Ngon
- Wattay International Airport
- Luang Prabang Airport
- Night Market
- Kuang Si Waterfall
- Wat Xiengthong
- Phousi Hill
- Luang Prabang Airport
- Vang Vieng
- Tham Nam Water Cave
- Kayaking
- Pha That Luang
- Patuxay Monument
- Vientiane Night Market
- Wattay International Airport

Online map: <http://bit.ly/30Ya01f>

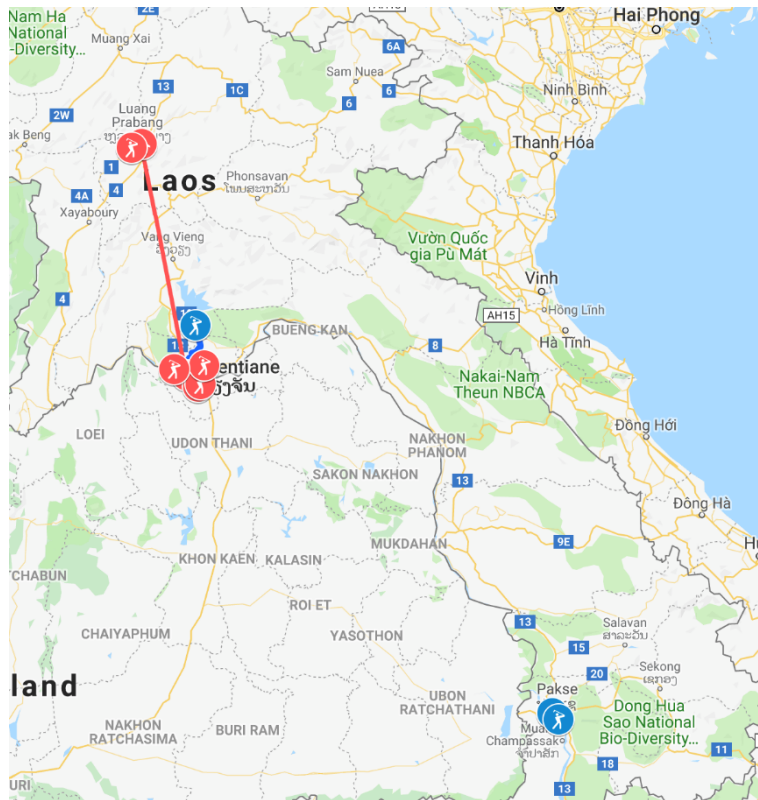
Source: <http://bit.ly/32itugZ>, <http://bit.ly/30RgXkk>












### 3.10 Korean Golf Flow

Characteristic	They are golf fanatics from South Korea, booking a tour package that includes flight, accommodation and golf course fees with travel agents in Korea. They choose to play golf either in Vientiane Capital, Thalat, Luang Prabang and Pakse city.
Motivation / Interest	To play golf and enjoy cultural heritage and authentic nature
When do they come?	All year round
How many?	174,400 Korean visitors came to Laos in 2018, but this was not categorized in group and golf flow
Average Spending / Person / Day	No data
Average Length of Stay	No data
System Heads	Travel agents in Korean and in Laos those who sell golf tour package
Market Mavens	Golf course websites in Laos and in the region
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Golf course fees in Laos are cheaper than in Korea</li> <li>– There are direct flights from Korea to Vientiane Capital</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited tourism product development and promotion that integrates into golf package tours</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Korean loves playing golf, this could be integrated into tourism marketing</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– The number of Korean visitors to Laos dropped 20% in the half of 2019<sup>19</sup>.</li> </ul>

<sup>19</sup> The Laotiane Times

Map 3.10.1: Korean Golf Flow in Laos



-  Wattay International Airport
-  Lakeview Golf Club.Vientiane
-  Lao Country Club
-  Long Vien Golf Club
-  SEA Games Golf Club
-  Mekong Golf & Resort
-  Dansavanh Golf club
-  Luang Prabang Airport
-  Luang Prabang Golf Club
-  Pakse International Airport
-  Pakse Golf Course

Online map: <http://bit.ly/34hTVFC>

Source:

[www.laosgolf.com](http://www.laosgolf.com),

[www.golfasian.com/golf-courses/laos-golf-courses](http://www.golfasian.com/golf-courses/laos-golf-courses)

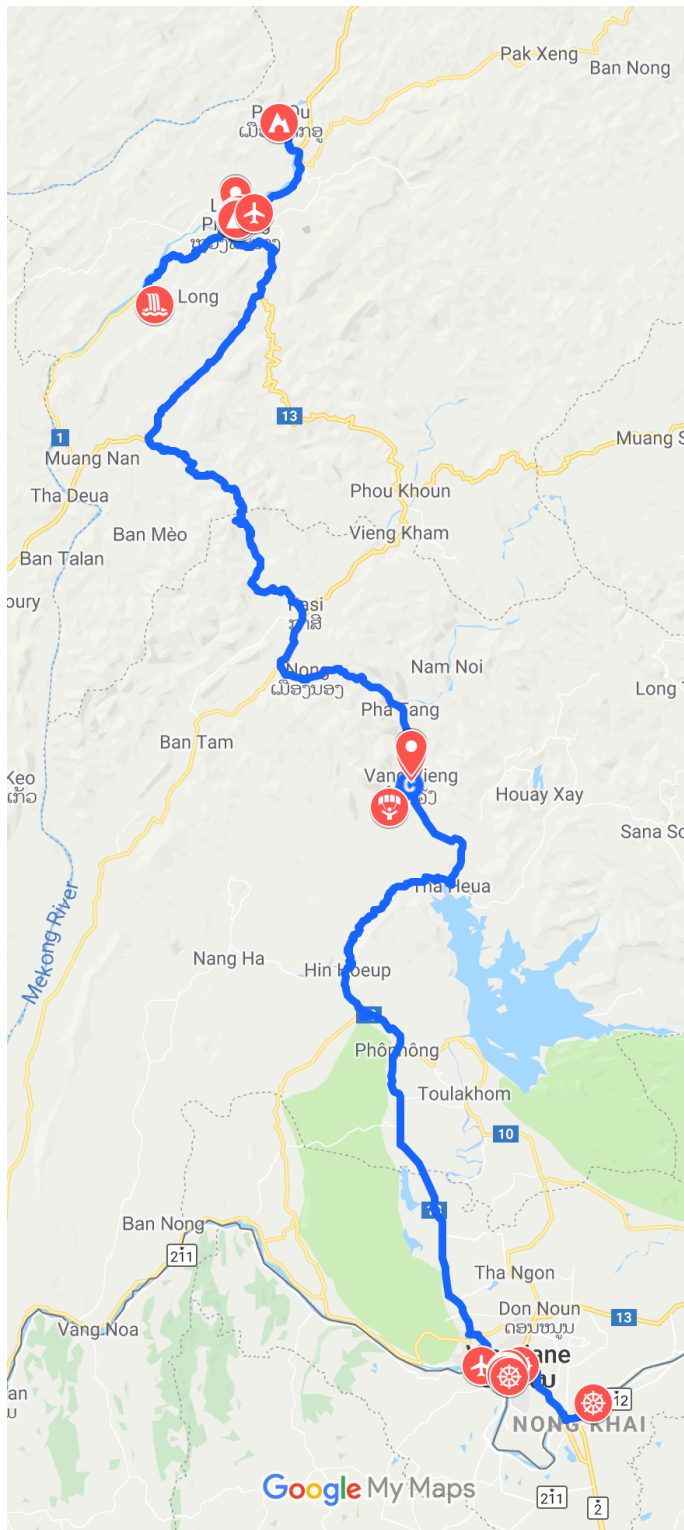
[www.golfsavers.com/laos](http://www.golfsavers.com/laos)

<http://bit.ly/2ZzFBZn>, <http://bit.ly/2ZHmpVR>, <http://bit.ly/2ZGthXe>

### 3.11 Chinese Group Tour by Air Flow

Characteristic	Travel to Laos by air either to Wattay or Luang Prabang airport. Travel to Vientiane Capital, Vang Vieng and Luang Prabang.
Motivation / Interest	To experience somethings different from China and shopping
When do they come?	Peak season is during Chinese New Year, which is Jan-Feb
How many?	805,832 Chinese visitors came to Laos in 2018. 87,000 people entered Wattay airport and 40,800 people came through Luang Prabang airport.
Average Spending / Person / Day	No data
Average Length of Stay	2 – 8 Days
System Heads	Travel agents in China and Laos. Airlines, such as Lao Airlines and China Eastern Airlines
Market Mavens	www.tripadvisor.cn, Friends, Families
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Direct flight from China – Vientiane Capital, such as: 1. Kunming, 2. Guangzhou, 3. Changsha, 4. Changzhou, 5. Chengdu. To Luang Prabang province: 1. Changsha, 2. Jinghong</li> <li>– Laos has launched the Visit Laos – China Year 2019 Campaign</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited Chinese speaking guides, sometimes Chinese tour guides are used but through the interpreters.</li> <li>– Limited tourism information and interpretation materials online and offline in Chinese.</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Laos – China railway project is due to be completed in 2022, more Chinese visitors may come to Laos</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– They are large groups and speak loudly, this could affect other visitors and environment</li> </ul>

Map 3.11.1: Chinese Group Tour by Air Flow in Laos



- Wattay International Airport
- Pha That Luang Vientiane
- Patuxay Monument
- That Dam
- Sisaket Temple
- Hophakaew Museum
- Wat Si Muang
- Buddha Park
- Vang Vieng
- Tubing
- Above Laos Ballooning
- Luang Prabang
- Night Market
- Wat Xiengthong
- Royal Palace
- Wat Mai Monastery
- Wat Wisunarat
- Phousi Hill
- Pak Ou Caves
- Kuang Si Waterfall
- Luang Prabang Airport

Online map: <http://bit.ly/32gpxJO>

Source: <http://bit.ly/2HDROIP>, <http://bit.ly/2zHxsDE>, <http://bit.ly/2NHXclf>

### 3.12 Chinese Car Caravan Flow

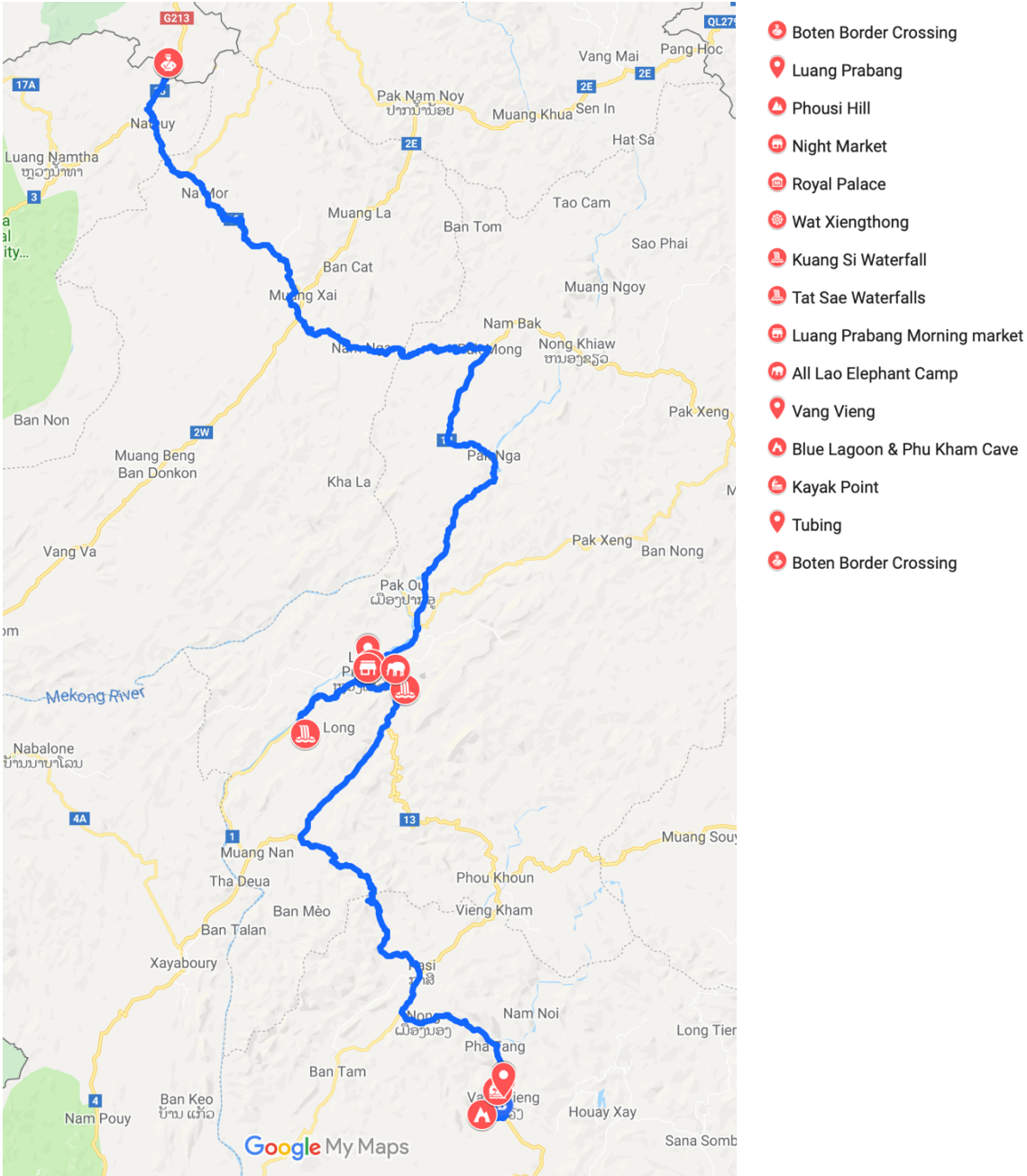
Characteristic	They are groups of Chinese driving cars from Boten border, Luangnamtha province. They travel via Xay district to Luang Prabang, Vang Vieng and travels back the same route. There are 8 – 16 people per group. They like having traditional massages, buy food and beverages at street vendors (Luang Prabang Night market).
Motivation / Interest	To experience natural and cultural heritage along the road
When do they come?	Peak season is during Chinese New Year, which is Jan- Feb
How many?	805,832 Chinese visitors came to Laos in 2018. There were 471,931 visitors that entered via the Boten border, but was not categorized in either car caravan or bus group tour.
Average Spending / Person / Day	72 USD / Person / Day <sup>20</sup>
Average Length of Stay	4 days, 3 nights
System Heads	<a href="http://dszyr.com">http://dszyr.com</a>
Market Mavens	<a href="http://www.tripadvisor.cn">www.tripadvisor.cn</a>
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Laos launched the Visit Laos – China Year 2019 Campaign to encourage more visitors from China</li> <li>– Laos &amp; China share borders, land transportation is convenient</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Most of the Chinese tourists prefer the businesses that are owned by Chinese investors, this results into limited income distribution to local businesses.</li> <li>– Most Chinese tourists do not speak English; local people have difficulty in communicating with Chinese visitors.</li> <li>– Travel itineraries are generally arranged and sold by travel agents in China, travel agents in Laos have very limited involvement apart from getting documents approvals from relevant government authorities.</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– There has been an increase of Chinese visitors over the years. In 2019, there was 13% increase in the first 6 months<sup>21</sup></li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Driving in Laos is still risky, especially areas where the roads are narrow and windy</li> </ul>

<sup>20</sup> Calculated from packaged tour 2,980 Yuan or 432 USD / person for 6 days including travel days

<sup>21</sup> The Laotiane Times



Map 3.12.1: Chinese Car Caravan Flow in Laos



Online map: <http://bit.ly/2NJmbv1>

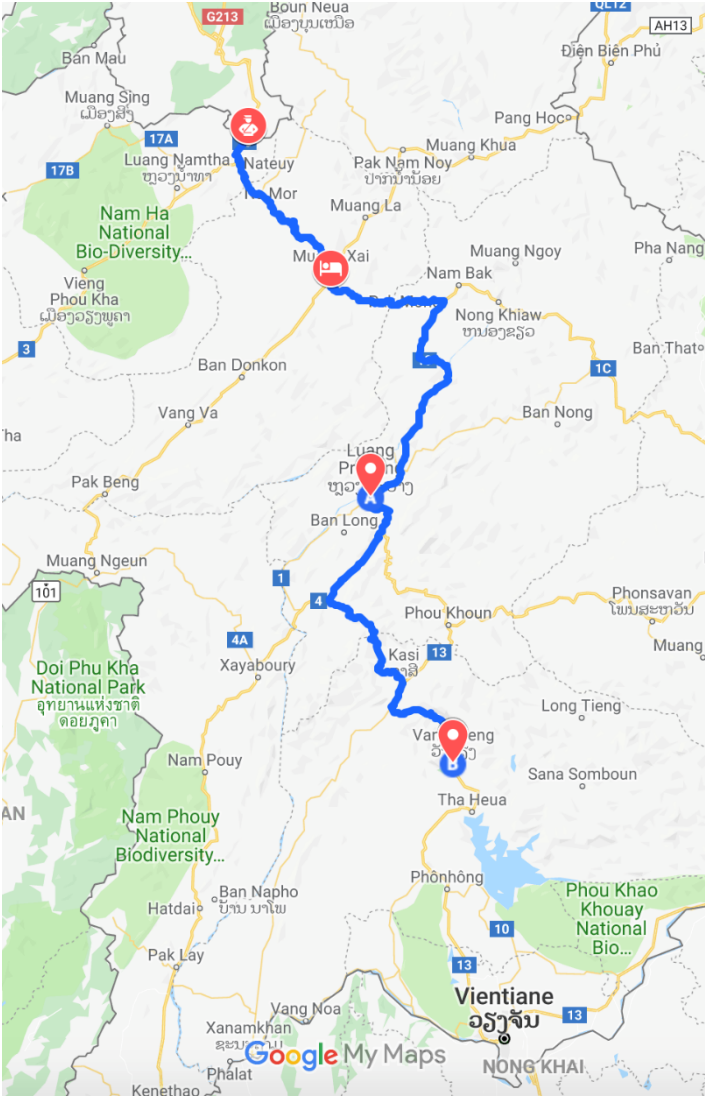
Source: <http://bit.ly/2HELsCu>, <http://bit.ly/34pTfy2>






### 3.13 Chinese Bus Group Flow

Characteristic	Travel as groups with travel agents, enter via Boten border in Luangnamtha province. Stay for a night at Xay district, Udomxay province before travelling to Luang Prabang, Vang Vieng and travel back on the same route.
Motivation / Interest	To see and experience something different from China
When do they come?	Peak season is during Chinese New Year, which is Jan- Feb
How many?	805,832 Chinese visitors came to Laos in 2018. There were 471,931 that entered via Boten border, but was not categorized in either car caravan or bus group tour.
Average Spending / Person / Day	No data
Average Length of Stay	3 days
System Heads	Travel agents in China and Laos
Market Mavens	<a href="http://www.tripadvisor.cn">www.tripadvisor.cn</a>
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Laos launched Visit Laos – China Year 2019 Campaign to boost Chinese visitors to the country.</li> <li>– Laos &amp; China share the borders, land transportation is convenient</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited Chinese speaking guides, sometimes Chinese tour guides are used but on behalf of interpreters</li> <li>– Limited tourism information and interpretation materials online and offline in Chinese.</li> <li>– Travel itineraries are generally arranged and sold by travel agents in China, travel agents in Laos have very limited involvement apart from getting documents approvals from relevant government authorities.</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– There has been an increasing trend of Chinese visitors, there was 13% increase in the first 6 months of 2019<sup>22</sup>.</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Land transportation in Laos is still risky, especially areas where the roads are narrow and windy</li> </ul>

<sup>22</sup> The Laotiane Times

Map 3.14.1: Chinese Bus Group Flow



-  Boten Border Crossing
-  Muang Xai
-  Luang Prabang
-  Vang Vieng
-  Boten Border Crossing

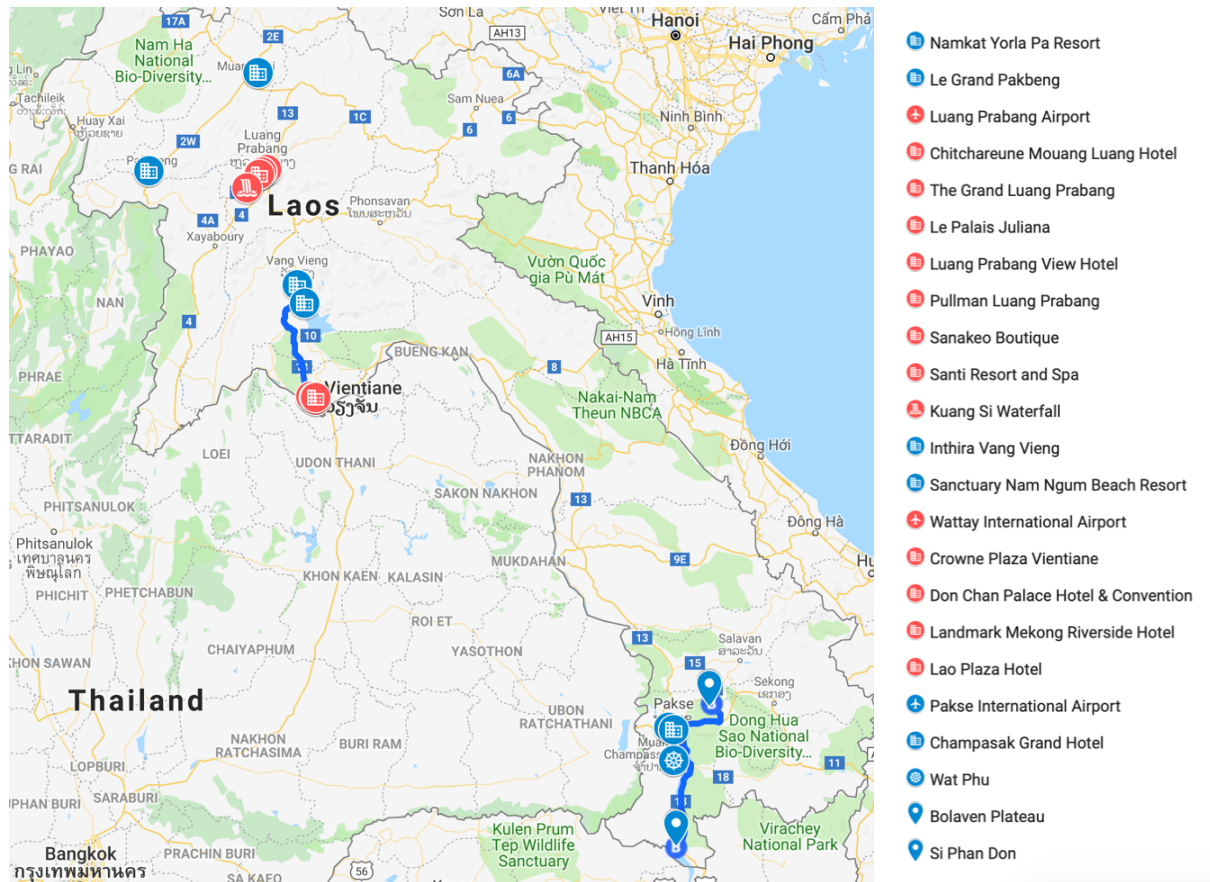
Online map: <http://bit.ly/2LczfXQ>

### 3.14 MICE Visitor Flow<sup>23</sup>

Characteristic	<p>1) Domestic MICE market: Private companies, government and international organizations arranging events or workshops in Vientiane Capital, Luang Prabang City, Pakse City, Thalat and Vang Vieng District. Between 40 – 200 participants.</p> <p>2) Foreign MICE markets: Multinational companies in Singapore, Hong Kong, Kuala Lumpur, Bangkok, Hanoi, Shanghai and Beijing. Between 40 – 120 participants.</p> <ul style="list-style-type: none"> <li>– Both groups continue their travel within the destination, such as visiting Vat Phu Temple, Bolaven Plateau, Kuangsi waterfall and Luang Prabang World Heritage city by buses or minivans.</li> <li>– According to the MICE Guide to Laos, Membership Directory 2019, published by the Lao National Chamber of Commerce and Industry (LNCCI). There are total 16 hotels and resorts in Laos that offers meeting venues, including Luang Prabang, Odomxay, Vang Vieng, Vientiane Capital and Pakse City.</li> </ul>
Motivation / Interest	To get new experience
When do they come?	All year round
How many?	There is no specific statistics for this visitor flow
Average Spending / Person / Day	No data
Average Length of Stay	2 – 3 days
System Heads	Travel agents and hotels in Laos that target MICE market, such as Laos Mood Travel
Market Mavens	Friends, business owners, hotel websites that target MICE markets
<b>SWOT Analysis</b>	
Strength	<ul style="list-style-type: none"> <li>– Cultural heritage and authentic nature</li> <li>– Active private sector and interests to promote this visitor flow</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited availability of quality services and meeting venues.</li> <li>– Limited marketing to keep participants travelling after meetings</li> </ul>
Opportunity	
Threat	<ul style="list-style-type: none"> <li>– Our neighboring countries are highly competitive in the MICE market, they have better connectivity, facilities and service quality.</li> </ul>

<sup>23</sup> MICE: Meeting Incentive Conference Exhibition

Map 3.8.1: MICE visitor Flow in Laos



Online map: <http://bit.ly/34hTXwX>

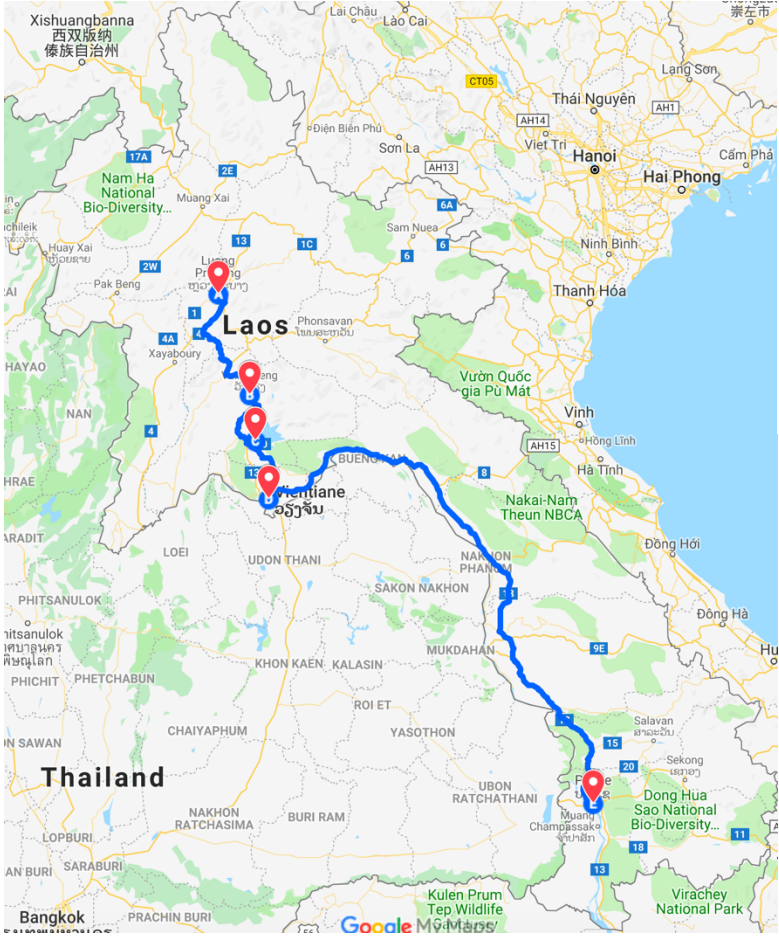
Source: <http://bit.ly/2LdE83e>

MICE Guide to Laos, Membership Directory 2019, LNCCI

### 3.15 Domestic Visitor Flow

Characteristic	Lao people and foreigners living in Laos who travel within and to other provinces. They either drive or fly to a destination with families, as couples, with friends or colleagues. Stays at accommodation where there are parking areas, like to eat local food, buy local products and use public toilets in rest areas along the roads. They prefer attractions that have restaurants close to nature and loud music.
Motivation / Interest	Relax from work, experience the natural and cultural heritage, entertainment
When do they come?	All year round, especially weekends, public holidays, religious holidays and festivals
How many?	2.8 millions domestic visitors traveled around Laos in 2018
Average Spending / Person / Day	No data
Average Length of Stay	1 - 3 days
System Heads	Attraction organizations
Market Mavens	Friends and social medias for Lao people
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Most of the main roads are in good condition</li> <li>– Good quality public toilets in rest areas, especially PTT stations</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited tourism information online, particularly in Lao language</li> <li>– Limited targeted marketing and promotion to domestic market</li> <li>– Limited directional signposts in provincial tourism linkages</li> <li>– Limited interpretation boards at tourism attractions</li> <li>– Limited quality public toilets at rest areas along the roads</li> <li>– Limited waste management, rubbishes are thrown into the rivers</li> <li>– Domestic visitor statistics collection is still a challenge. Most of the data were collected from attractions and accommodation businesses. Data are often lower than actual numbers and some are overlapped. There is no systematic data collection process.</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– More people have their own vehicles, self-driving has never been easier</li> <li>– Easy access to technology for visitors enables them to access online tourism information</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Lao economic growth remains slow, people may travel less</li> </ul>

Map 3.15.1: Domestic Visitor Flow



- Laos**
- Vientiane Capital
  - Vang Vieng
  - Thalat
  - Luang Prabang
  - Champasak

Online map: <http://bit.ly/2ZAZL5r>

## 4) SWOT Analysis

The SWOT analysis for the Lao tourism sector is based on the Vision 2030, Strategy until 2025, the Information, Culture and Tourism Development Plan of Lao PDR 2016 – 2020, the Lao PDR Destination Management Plan 2016 – 2018 and the consultation workshops with tourism stakeholders, It can be summarized as follow:

### 4.1 Strengths

- 1) Lao PDR has abundant cultural heritage and authentic natural attractions.
- 2) Laos is safe & secure.
- 3) There are direct flights from international routes and budgeted airlines.
- 4) Laos shares borders and bridge links with neighboring countries.
- 5) There are rules and regulations related to tourism.
- 6) Visit Laos – China Year 2019 Promotion Policy.
- 7) Local people’s friendliness.

### 4.2 Weaknesses

#### **Tourism Development, Infrastructure and Environment**

- 1) Limited infrastructure and accessibility to tourism attractions.
- 2) Limited infrastructure and facilities for the elderly and disable visitors at tourism attractions.
- 3) Local handicraft products lack attractive story and have not been able to establish linkages with visitor experience in the destination.
- 4) Local festivals and events could attract only domestic tourists. It has not been designed or organized according to the needs of foreign visitors.
- 5) Limited numbers of quality homestays, it could only attract budget tourists. Collaboration among the public and private sectors in homestays development and promotion remains limited.
- 6) Limited directional signposts to tourism attractions, particularly for independent travelers.
- 7) Lack of good quality public toilets in rest areas and tourism attractions.
- 8) Limited standard on waste management in urban areas and tourism sites.



- 9) Limited statistics on visitors and visitor flow data. Visitor statistics is categorized only by nationality and can be done only at international borders and check points. Provincial border visitors and domestic tourists have not been systematically gathered.
- 10) Limited collaboration in regional product development, particularly the international visitors who travels to different countries in Asia.

### **Tourism Marketing**

- 11) Online tourism information for Laos is limited. Laos official tourism website has not been designed according to the needs of the target audiences. Information on other online platforms, such as TripAdvisor, Lonely Planet, Wikitravel are limited. Limited use of social medias for specific markets, such as Weibo, WeChat, Youku Tudou, etc. for Chinese market.
- 12) Many local tourism sites and attractions are not found on Google Maps, particularly smaller tourism attractions that are managed by the public or community and homestay services. Visitors have limited access to the attractions, especially independent travelers.
- 13) Limited production and availability of high-quality tourism maps that features detailed information suitable for each visitor flows.
- 14) Since many tourists can access tourism information online, there has been little improvement and development of quality information centers due to decline usage of physical information centers.
- 15) Many tourism sites and attractions still require quality interpretative materials that can improve and enrich visitor experience by helping site visitors understand the significance of the place they are visiting.
- 16) Laos Simply Beautiful Brand has not been widely recognized by visitors since it has not been used consistently by either the public or private sectors. There is lack of simple brand use guideline and how to access the logo, images and relevant information.
- 17) Limited collaboration regionally in tourism marketing and market research. Many travelers to the region do not travel to only one country, but often combine multiple countries in a single trip.

### **Tourism Management**

- 18) Public safety and management regulation of tourism activities is still limited.
- 19) Business associations and groups in tourism sector, such as hotels and restaurants, travel agents, handicraft associations and tour guides group need to step-up their capacity to provide quality products and consistent services. Currently, membership numbers remain low due to limited supporting activities provided by the associations or groups.
- 20) Road signage still in need of improvement, particularly warning and prohibited signboards along the roads to reduce vehicle speed, especially the areas where the roads are windy, narrow, slippery, etc.
- 21) Limited regional collaboration in tourism management, particularly in safety and security and travel facilitation for visitors at borders, such as getting off-road car and big bike in and out a country.

### **Skills Development**

- 22) Service quality of many hotels, guesthouses, resorts and restaurants still need improvement. This is due to the limited access to quality training services, especially for small and medium size enterprises.
- 23) High staff turnover rate in the tourism sector. Most people still believe that working in tourism business is of low status and insecure job. Some parents think that it is risky, particularly for females working in the evening.
- 24) There are still limited number of foreign language tour guides, particularly French, Spanish, German and Italian speaking guides. Most of them are senior guides and there is no plan for language skills development for tour guides for these specific languages.
- 25) Local heritage tour guides are scarce and their services are not readily available. Those who are available, usually provide services to government visitors, study tours and/or based in museums.
- 26) Education institutions have limited capacity and are inadequately equip with experienced teachers that possess both knowledge and practical expertise. At the same time the schools also lack quality demonstration facilities.

27) There are limited numbers of meeting venues that meets international standards, in terms of facilities and service quality.

28) Limited collaboration in the region in skills development, such as knowledge exchange in destination management, service quality improvement in the tourism sector, etc.

### 4.3 Opportunities

1) Access to tourism information has never been easier as technology advances and travelers are becoming more tech-savvy. Visitors are increasingly accessing tourism information via online platforms. Online tourism marketing can be very specific, effective and measurable in real time.

2) Lao government has launched an online visa application platform<sup>24</sup>.

3) Chinese visitors are now able to make payment on mobile phone via QR Code without carrying cash in Laos. It has made it more convenient and safer. This is a result of financial institutional collaboration between BCEL and UnionPay International in China and between the Joint Development Bank and Alipay in China<sup>25</sup>.

4) Laos – China railways construction is due to be completed in 2022. Travelling from China to Laos will be much easier. There will not only be Chinese visitors, but also international visitors coming through from China.

5) The 113.5 Km Vientiane Capital – Vang Vieng expressway is under construction and is due to be completed in 2021. Travelling to and from Vang Vieng will be much easier and in a shorter distance.

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<sup>24</sup> <https://laoevisa.gov.la>

<sup>25</sup> <https://laotiantimes.com/2019/07/23/bcel-unionpay-to-launch-qr-code-payment-service-in-laos>

#### 4.4 Threats

- 1) Unstable political environment in neighboring country may affect the Lao tourism sector.
- 2) Slow economic growth globally, regionally and within Laos is expected to affect the tourism industry overall.
- 3) Current and continuous construction of hydropower dams will affect the natural resources and beauty of the natural attractions that tourism depends on, such as waterfalls, water-based activities.
- 4) Good Internet coverage is limited to key urban areas and some parts of rural Laos. Tourists still face difficulties when trying to access online tourism information when travel through the country.
- 5) Laos faces high competition from neighboring countries, such as Thailand, Vietnam and Cambodia. Number of visitors to Laos might drop due to the low competitiveness of its tourism products and services.
- 6) Chinese and Korean tourists prefer businesses that are owned and operated by their countrymen, including: hotels, guesthouses and restaurants. Local businesses face difficult competition.
- 7) Large foreign investment in a tourism destination, such as Vang Vieng could create a significant negative impact to the authentic nature if development zone is not properly allocated.

## 4.5 Weaknesses (Based on attraction and activity)

<p>Patuxay Monument</p>	<p><b>TripAdvisor Review<sup>26</sup></b></p> <ul style="list-style-type: none"> <li>– Site interpretation is limited. It lacks information in foreign languages that are suitable for the target markets. Therefore, some visitors responded that there are not many activities on-site apart from taking picture and to enjoy the view</li> <li>– On-site public toilets are of low standard.</li> <li>– Unattractive souvenir shops, products are the same, lack of stores and diverse brands.</li> </ul>
<p>That Luang Stupa</p>	<p><b>TripAdvisor Review<sup>27</sup></b></p> <ul style="list-style-type: none"> <li>○ Interpretation about the attraction is limited. It also lacks information in languages that are suitable for the target markets.</li> <li>○ Local people sell birds in cages, it is perceived as animals abuse.</li> </ul>
<p>Ho Pra keo Temple</p>	<p><b>TripAdvisor Review<sup>28</sup></b></p> <ul style="list-style-type: none"> <li>○ Limited interpretation of the site and exhibits. It lacks information in foreign languages that are suitable for the target markets.</li> </ul>
<p>Sisaketh Temple</p>	<p><b>TripAdvisor Review<sup>29</sup></b></p> <ul style="list-style-type: none"> <li>○ Limited interpretation of the site and exhibits. It lacks information in foreign languages that are suitable for the target markets.</li> </ul>
<p>Xieng Khouane Temple (Buddha Park)</p>	<p><b>TripAdvisor Review<sup>30</sup></b></p> <ul style="list-style-type: none"> <li>○ Lack of interpretation of the site that allows visitors to understand the background</li> <li>○ Difficult access to the site from the city, especially for the FIT. Some tourists hire tuk-tuk for the day, which is quite expensive or travel by public buses.</li> </ul>

<sup>26</sup> [https://www.tripadvisor.com/Attraction\\_Review-g293950-d325292-Reviews-Patuxai-Vientiane\\_Vientiane\\_Prefecture.html](https://www.tripadvisor.com/Attraction_Review-g293950-d325292-Reviews-Patuxai-Vientiane_Vientiane_Prefecture.html)

<sup>27</sup> [https://www.tripadvisor.com/Attraction\\_Review-g293950-d325293-Reviews-Great\\_Sacred\\_Stupa\\_Pha\\_That\\_Luang-Vientiane\\_Vientiane\\_Prefecture.html](https://www.tripadvisor.com/Attraction_Review-g293950-d325293-Reviews-Great_Sacred_Stupa_Pha_That_Luang-Vientiane_Vientiane_Prefecture.html)

<sup>28</sup> [https://www.tripadvisor.com/Attraction\\_Review-g293950-d4546343-Reviews-Wat\\_Ho\\_Phra\\_Keo-Vientiane\\_Vientiane\\_Prefecture.html](https://www.tripadvisor.com/Attraction_Review-g293950-d4546343-Reviews-Wat_Ho_Phra_Keo-Vientiane_Vientiane_Prefecture.html)

<sup>29</sup> [https://www.tripadvisor.com/Attraction\\_Review-g293950-d325294-Reviews-Wat\\_Si\\_Saket-Vientiane\\_Vientiane\\_Prefecture.html](https://www.tripadvisor.com/Attraction_Review-g293950-d325294-Reviews-Wat_Si_Saket-Vientiane_Vientiane_Prefecture.html)

<sup>30</sup> [https://www.tripadvisor.com/Attraction\\_Review-g293950-d325750-Reviews-Buddha\\_Park-Vientiane\\_Vientiane\\_Prefecture.html](https://www.tripadvisor.com/Attraction_Review-g293950-d325750-Reviews-Buddha_Park-Vientiane_Vientiane_Prefecture.html)

COPE Visitor Center	<p><b>TripAdvisor Review<sup>31</sup></b></p> <ul style="list-style-type: none"> <li>○ Lack of directional signposts on the road. It is difficult to be found by tourists.</li> <li>○ Lack of diversity of the site interpretation, visitors do not spend much time there</li> <li>○ Some information is unclearly interpreted or displayed, many of the prosthetics recipients are motorcycle accident victims, not UXO victims.</li> </ul>
Vientiane Night Market	<p><b>TripAdvisor Review<sup>32</sup></b></p> <ul style="list-style-type: none"> <li>○ Most of the products are factory made and cheap items from China. Limited local handicraft products, visitors who has already experienced the night market in Luang Prabang often find the night market in Vientiane disappointing.</li> </ul>
Thad Dam	<p><b>TripAdvisor Review<sup>33</sup></b></p> <ul style="list-style-type: none"> <li>○ Lack of proper maintenance and there are lots of overgrowing vegetation. Visitors are not interested even taking a picture</li> <li>○ Lack of interpretation of the site, that would allow tourist to understand the background of the stupa and its lack of maintenance.</li> </ul>

<sup>31</sup> [https://www.tripadvisor.com/Attraction\\_Review-g293950-d1092459-Reviews-COPE\\_Visitor\\_Centre-Vientiane\\_Vientiane\\_Prefecture.html](https://www.tripadvisor.com/Attraction_Review-g293950-d1092459-Reviews-COPE_Visitor_Centre-Vientiane_Vientiane_Prefecture.html)

<sup>32</sup> [https://www.tripadvisor.com/Attraction\\_Review-g293950-d4346698-Reviews-Vientiane\\_Night\\_Market-Vientiane\\_Vientiane\\_Prefecture.html](https://www.tripadvisor.com/Attraction_Review-g293950-d4346698-Reviews-Vientiane_Night_Market-Vientiane_Vientiane_Prefecture.html)

<sup>33</sup> [https://www.tripadvisor.com/Attraction\\_Review-g293950-d550148-Reviews-Black\\_Stupa\\_That\\_Dam-Vientiane\\_Vientiane\\_Prefecture.html](https://www.tripadvisor.com/Attraction_Review-g293950-d550148-Reviews-Black_Stupa_That_Dam-Vientiane_Vientiane_Prefecture.html)

## 5) Vision

According to the Vision 2030, Strategy 2016 – 2025 and the Information, Culture and Tourism Development Plan of Lao PDR for 2016 – 2020, the vision is defined as follows:

Vision until 2030: Develop and promote tourism to become a modern industry and the leading economic sector which contributes to social & economic development<sup>34</sup>.

Vision until 2020: Sustainably develop tourism according to the natural, historical and cultural tourism promotion direction. Establish linkages with regional and international tourism. Laos to become a preferred tourism destination. Develop and promote tourism as a leading economic sector that contributes to poverty reduction according to the government policy<sup>35</sup>.

The Lao PDR Tourism Destination Management Plan 2020 – 2025 would take the vision 2020 as it is still relevant for the current situation.

In order to achieve the above visions, the objectives, targets, strategies, programs and action plan will be defined. However, it is important to understand the concepts and principles of the different elements, including destination branding, destination marketing, product development, safety and security and crisis communication.

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<sup>34</sup> Vision 2030, strategy until 2025 and Information, Culture and Tourism 2016 - 2020, page 57, MICT, 2016

<sup>35</sup> Vision 2030, strategy until 2025 and Information, Culture and Tourism 2016 - 2020, page 72, MICT, 2016

## 6) Destination Branding

Destination Branding aims to establish recognition, awareness and good perception in the mind of visitors toward the destination. Branding is not only creating a logo, but that includes the use of right pictures, colors and wording in marketing and promotion in order to have a consistent message to the right audience.

### 6.1 Laos Simply Beautiful

Laos Simply Beautiful Brand was initially established in 2008. The logo combines Laos' natural, culture and heritage. It uses the national colors and gives a sense of simplicity and a new day<sup>36</sup>.



- Frangipani: National flower, reflects beautiful nature and sense of a new day.
  - Silhouette of That Luang Stupa: National symbol, reflects authentic heritage.
  - LAOS: Deep blue color from national flag, stylish and explicit font.
  - Simply Beautiful: Red color from national flag, a simple yet personal script, reflects authentic culture, evoking the warmth of Lao people.
- Color: Blue, reflects the wealth. White indicates brightness and Red resembles Strength.

Laos tourism brand was ranked 34<sup>th</sup> in Asia out of 46 countries, 129<sup>th</sup> globally out of 193 countries<sup>37</sup>. Laos tourism brand is still behind the neighboring countries, such as Thailand, Vietnam and Cambodia. The reason is that the Laos Simply Beautiful brand has not been used widely due to the limited awareness among the tourism stakeholders.

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<sup>36</sup> Laos Brand Book: Guidelines for the use of brand elements to promote Lao PDR, page 3, MICT

<sup>37</sup> Country Brand Ranking 2017 - 2018, Tourism Edition, page 30, Bloom Consulting



Table 6.1.1: Country Brand Ranking in Asia and Global

No.	Country	Asia Ranking (Total 46 countries)	Global Ranking (Total 193 countries)
1	Thailand	1	2
2	Vietnam	15	47
3	Cambodia	23	74
4	Laos	34	129
5	Myanmar	43	159

It is not only about using the logo and slogan, but it includes a great mix of images, colors and wording that would appeal to the target markets.

Laos tourism branding strategy has defined 4 primary and 2 secondary audiences, which are categorized by their motivations and interests<sup>38</sup>. The messages to the audiences should be based on their motivations and interests rather than telling them what we have.

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<sup>38</sup> Laos Tourism Branding Strategy, page 29, Tourism marketing department, MICT

## TRAVELLER TYPOLOGIES

<p><b>NOVELTY</b></p>  <p>Desire to find something new – whether a tangible place to visit or intangible life experiences</p>	<p><b>EXPLORATION</b></p>  <p>Willing to see and explore all a destination has to offer</p>	<p><b>SOCIALISING</b></p>  <p>Travelling with friends or to interact with like-minded individuals on their travel</p>	<p><b>AFFORDABLE ESCAPE</b></p>  <p>Seeking a nearby destination for an enjoyable escape within a budget</p>	<p><b>ROMANCE</b></p>  <p>Travel with a significant other, to feel close and share intimate moments</p>
<p><b>TOGETHERNESS</b></p>  <p>Travelling as a family with the primary focus of bonding and creating memories</p>	<p><b>RECHARGE</b></p>  <p>Chance to unwind and escape in a peaceful destination - whether alone or with others.</p>	<p><b>ACTIVE</b></p>  <p>Seeking to enjoy outdoor leisure and recreational activities of interest</p>	<p><b>INDULGENCE</b></p>  <p>Seeking time away in luxurious surrounds primarily to pamper themselves and relax</p>	<p><b>PRESTIGE</b></p>  <p>Seeks an experience that enhances and reinforces their high social standing</p>

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## 6.2 Primary Audience

- 1) **Novelty:** Desire to find something new – whether a tangible place to visit or intangible life experience
- 2) **Exploration:** Willing to see and explore all a destination has to offer
- 3) **Recharge:** Chance to unwind and escape in a peaceful destination – whether alone or with others
- 4) **Active:** Seeking to enjoy outdoor leisure and recreational activities of interest

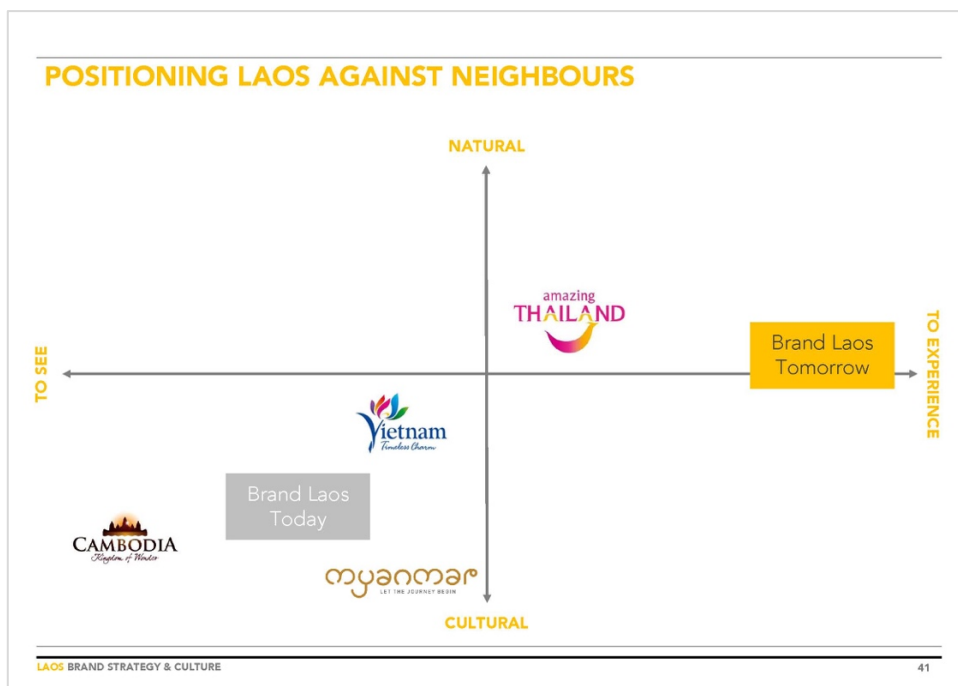
### 6.3 Secondary Audience

- 1) **Affordable Escape:** Seeking a nearby destination for an enjoyable escape that is within budget
- 2) **Indulgence:** Seeking time away in luxurious surrounding primarily to pamper themselves and relax

### 6.4 Brand Positioning

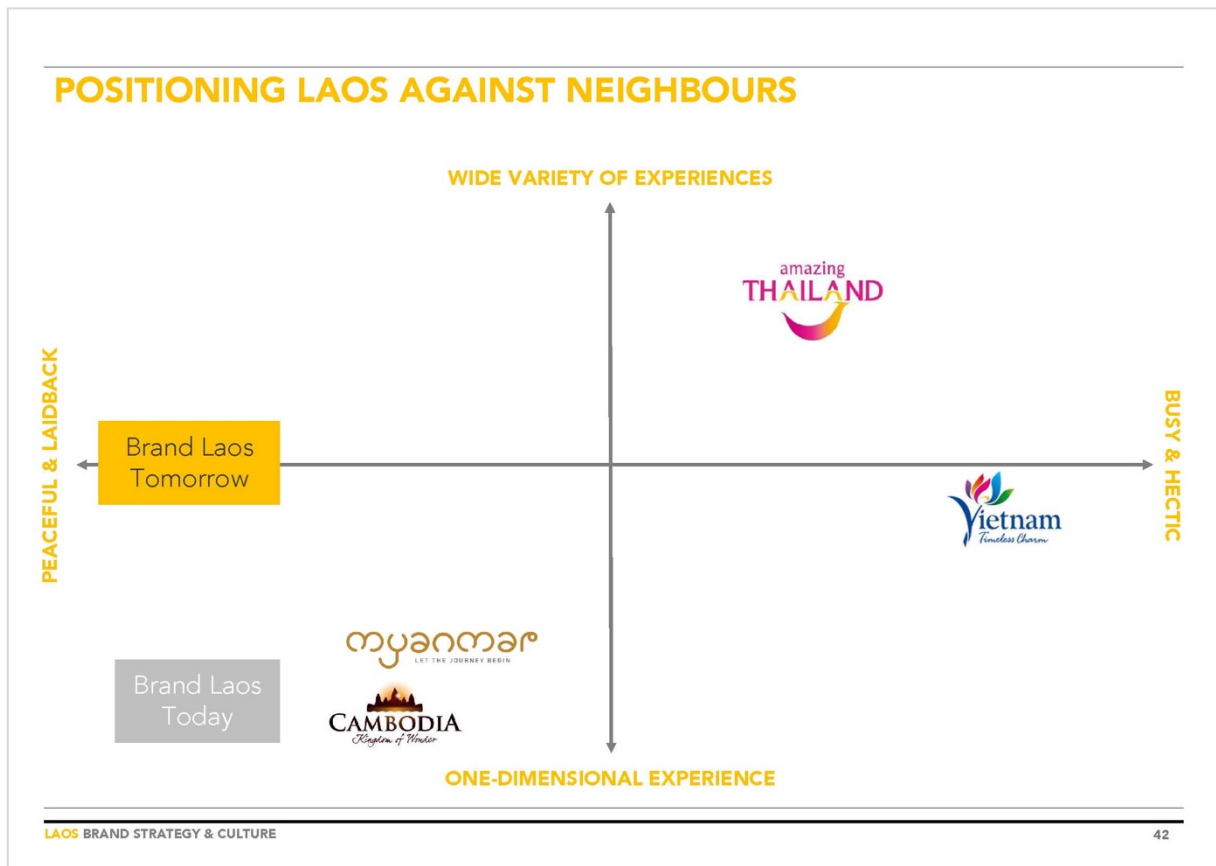
Laos tourism branding strategy has repositioned the ‘Laos Simply Beautiful’ brand in order to differentiate from competitors. The Brand Laos Today has been focusing on just cultural tourism. In most cases it promoted tourism activities and attractions that are ‘to see’ only. Therefore, the Brand Laos Tomorrow will maintain the balance between natural and cultural tourism as well as offering visitors unique travel experiences (Diagram 6.4.1).

Diagram 6.4.1: Laos Tourism Branding Position



In addition, Laos tourism brand will keep the “Peaceful & laidback” experience which is the Unique Selling Point (USP) that differentiate Laos from its neighbors. Moreover, wide variety of experiences will be offered rather than one – dimensional experience.

Diagram 6.4.2: Laos Tourism Branding Position



### 6.5 Unique Selling Points – USPs

In order to differentiate itself from its neighbors, Laos tourism brand must position itself by offering unique tourism experiences in both cultural and natural aspects. The experiences should be diverse and maintain the peaceful environment.

## 6.6 Conclusion

- 1) Laos Simply Beautiful has not been widely recognized by the tourism markets. There is limited awareness and application by the tourism stakeholders.
- 2) Laos tourism brand has identified the target audiences. Tourism marketing and messages should be communicated based on the market motivations and interests rather than telling them what we have.
- 3) Traveler typologies are relevant to the visitor follows, the contents or messages of marketing and promotional campaigns should align with the interests and motivations of each group.

No.	Visitor Flow	Traveler Typology
1	International Large Group Flow	Novelty, Recharge
2	International Small Group Flow	Novelty, Recharge, Indulgence
3	International Experiential FIT Flow	Exploration, Active
4	International Budgeted FIT Flow	Affordable Escape, Active
5	Mekong River Cruise Flow	Novelty, Recharge, Indulgence
6	Thai Packaged Tour Flow	Recharge
7	Thai Big Bike Caravan Flow	Active, Exploration
8	Thai Off Road Caravan Flow	Active, Exploration
9	Korean Group Flow	Novelty, Recharge
10	Korean Golf Flow	Recharge
11	Chinese Group Tour by Air Flow	Novelty, Recharge
12	Chinese Car Caravan Flow	Active, Exploration
13	Chinese Bus Group Flow	Novelty, Recharge
14	MICE Visitor Flow	Recharge
15	Domestic Visit Flow	Recharge

## 7) Destination Marketing

The Laos Tourism Marketing Strategy 2019 – 2022<sup>39</sup> has defined the following strategy:

### 7.1 Go Digital

Laos tourism marketing must focus more on online or digital marketing such as shifting to provide information on website, social media and mobile applications and do less offline approach, such as printing brochure. The advantage of online marketing is that contents can be produced and adjusted quickly. The messages can be conveyed to the target audiences more effectively. It is also cost efficient and measurable.

However, tourism marketing still needs to maintain the offline approach, such as attending travel trade fair, organizing events and festivals, producing brochures and providing information at tourist information centers. More importantly, these offline approaches should be designed strategically and integrated with the online channels for the effectiveness and efficiency of the tourism marketing.

### 7.2 Maximize Regional

There were 135 million visitors to the ASEAN region in 2018, 3.09% visited Laos<sup>40</sup>. Laos tourism marketing must aim to attract this market. While at the same time continue to formulate strategies to attract Chinese tourists, which is a growing market in the region and globally.

### 7.3 Target Markets

Laos tourism are targeting 4 main markets that are categorized by geographic areas, including 1) Domestic tourist (Lao people and foreigners living in Laos), 2) Regional tourist (Thai, Vietnamese, Burmese & Cambodian), 3) Chinese tourist and 4) International tourist (ASEAN, European, USA and Australian)<sup>41</sup>. However, the marketing contents should be developed base on the traveler typology rather than the country of origin or geographic areas.

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<sup>39</sup> Laos Tourism Marketing Strategy 2019 – 2022, Tourism Marketing Department, MICT, 2019

<sup>40</sup> Second GMS Tourism Infrastructure for Inclusive Growth Project aims to increase the share of ASEAN's international visitor arrivals from 8% to 8.3% (Laos & Cambodia) by 2025

<sup>41</sup> Laos Tourism Marketing Strategy 2019 – 2022, Page 5, Tourism Marketing Department, MICT, 2019

### 7.4 Marketing Activity

The Laos Tourism Marketing Strategy 2016 – 2022 has defined the marketing activities as well as the implementation methodology as detailed below:

No.	Activity	Implementation Method
1	Online marketing	<ul style="list-style-type: none"> <li>○ Improve tourism website according to the Laos tourism branding strategy. Contents must be developed and adjusted according to the needs of the target markets, which is not only translating the contents to other languages. Use high resolution images, mobile responsive themes. Contents are regularly updated by community managers who are responsible for specific market.</li> <li>○ Use social media platforms such as: TripAdvisor, Instagram, Facebook, WeChat, Weibo, etc.</li> <li>○ Develop tourism mobile application that can be used without internet connection.</li> <li>○ Help improve information on Google Maps.</li> </ul>
2	Travel Trade Fairs	<ul style="list-style-type: none"> <li>○ Identify and select the most suitable travel trade fairs to attend based on the tourism marketing strategy. It does not have to be many trade fairs, only a few but ensure that quality and targeted outcomes can be achieved.</li> <li>○ Identify alternative approaches that could reach the travel agents, such as organizing roadshow which could be cheaper and effective in reaching the target markets.</li> <li>○ Provide information for the travel agents abroad via online channel, including sending regular newsletters that contains updated information on venues and tourism activities, images and travel itineraries.</li> <li>○ Design the travel trade fair exhibition booth that aligns with the Laos tourism branding - Laos Simply Beautiful Brand.</li> <li>○ Plan and prepare in advance and define the measurable targets.</li> <li>○ Monitor and evaluate the trade fair participation and performance.</li> </ul>

3	Public Relations	<ul style="list-style-type: none"> <li>○ Organize FAM trip for travel agents, media, bloggers and online influencers.</li> <li>○ Establish slush fund for international media and blogger, this could cover the costs in Laos in case they are already in the region.</li> <li>○ Develop interpretation materials for tourism sites aligning with the visitor flow routes, this would allow visitors to have a better understanding about the site they are visiting.</li> </ul>
4	Events	<ul style="list-style-type: none"> <li>○ Develop annual events calendar for tourism promotion, such as festivals, sporting events, handicraft show, etc.</li> <li>○ Plan, prepare, identify target audiences and work with international media to reach the international tourists.</li> <li>○ Support private sector to take ownership and work with professional event organizers.</li> </ul>
5	Printed Materials	<ul style="list-style-type: none"> <li>○ Develop printed materials that aligns with the Laos tourism branding strategy.</li> <li>○ The contents should be developed base on the traveler typologies rather than just providing provincial information.</li> <li>○ Develop Laos tourism image and text library that can be assessible anywhere and anytime.</li> <li>○ Develop brand guideline and templates for printed materials that aligns with the Laos tourism branding strategy.</li> </ul>
6	Marketing Research	<ul style="list-style-type: none"> <li>○ Conduct research on target markets.</li> <li>○ Conduct research on the effectiveness of tourism marketing, including online marketing, travel trade fair participation, FAM trips, events and printed materials.</li> </ul>



## 8) Product Development

According to the UNWTO's definition, "the destination product is the combination of elements that creates the total experience which can be offered to potential customers"<sup>42</sup>. Experiences in a destination include intangible features, such as landscape, sights and scenes, environmental quality, service level, people friendliness as well as tangible aspects such as attractions, public infrastructure, accommodations, restaurants, etc. The Lao Tourism Law defines tourism product as "natural and developed assets that could be served and offered to the tourist"<sup>43</sup>.

### 8.1 Types of Tourism Products

#### 8.1.1 Natural Assets

Include landscapes, cliffs, caves, plateau, mountains, volcanos, forests, plants, wildlife, aquatic animals, insects, flowers, rivers, islands, beaches, ponds, waterfalls, rapids, hot springs, natural phenomenon, etc. The development of these products should maintain the authenticity of its natural heritage, avoid or minimize development or improvement that could create negative impacts to the nature. In addition, environmental quality management system must be in place in order to ensure the sustainability of the tourism products.

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<sup>42</sup> A Practical Guide to Tourism Destination Management, Page 83, UNWTO, 2011

<sup>43</sup> Lao Tourism Law (Updated), Page 3, National Assembly, 24 July 2013

### 8.1.2 Developed Assets

Developed assets include:

**Cultural Developed Assets:** Arts, architectures, antiques, archaeological sites, temples, houses, literatures, events, festivals, lifestyle, shopping and exhibition centers, etc.

**Historical Developed Assets:** Museums, monuments, houses of worship, birthplace, residences and workplace of important people, battle fields trails, etc.

**Natural Developed Assets:** Natural parks, playgrounds, zoos, mockup attractions, etc.

Additionally, developed assets include all supporting services such as accommodations, restaurants, tourist information centers, and other facilities, etc.

The development of these products should consider the visitor experiences and interactions with the products and services. For example, when visiting Vat Phou Temple alone the visitor would see only rocks, but when the visitor is accompanied by a heritage guide, Vat Phou comes alive.

Bringing the products to life can be done in different ways, such as providing interpretation materials and sign boards that contains images and texts, using audio guide, and other visual communication tools.

### 8.1.3 Local Products

They are locally produced in a village or country, such as handicrafts and agricultural products those can be promoted and sold to tourists. Those include silk, cotton, embroidery, bamboo products, wooden products, stones and wooden sculptures, paintings, teas, coffees, agricultural products, food, snacks, etc.

Local product development should consider customer needs and the different visitor flows. Thus far, many local products have been developed based on household consumption; therefore, it is too big, too heavy, limited quantity and low in quality and little value added. However, to compete with imported products, local producers could be supported through various means such as: establishing linkages with local lifestyle, brands, local product certification schemes, creating product story that links with visitor experiences, all of which could enhance the products marketability.

Local products are not only sold to visitors, they can be sold to tourism related businesses, such as accommodation providers. Using environmentally friendly products is one of the 11 criteria of the ASEAN Green Hotel Standard, which supports the use of local products in the business operation, including food and handicraft<sup>44</sup>.

Local product development and promotion is related to the ethnic minority participation promotion, gender and poverty reduction. This promote domestic products that strengthen local economy and reduces the economic leakages to foreign countries.

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<sup>44</sup> ASEAN Green Hotel Standard, Page 12, Tourism Management Department, MICT and TIIG 2 / ADB

## 8.2 Tourism Infrastructure<sup>45</sup>

No.	Infrastructure	Objectives
1	Attraction Accessibility Facility	<ul style="list-style-type: none"> <li>○ Improve roads, pier, bridges, streetlights</li> <li>○ Consider elderly and disable visitor's accessibility, such as: wheelchair ramps, handrails, etc.</li> </ul>
2	Transportation	<ul style="list-style-type: none"> <li>○ Improve transportation standard, safety and accessibility to tourism sites.</li> <li>○ Provide updated timetable and prices at bus stations in foreign languages according to the different visitor flows.</li> </ul>
3	Directional Signpost	<ul style="list-style-type: none"> <li>○ Install directional signposts along the roads to tourism sites based on visitor flows by following the Laos Directional Signpost Guideline.</li> </ul>
4	Electricity & Water Supply	<ul style="list-style-type: none"> <li>○ Ensure consistent electricity and clean water supply.</li> </ul>
5	Technology	<ul style="list-style-type: none"> <li>○ Increase telephone and internet coverage.</li> <li>○ Offer tourist sim card and internet packages.</li> </ul>
6	Waste Management	<ul style="list-style-type: none"> <li>○ Implement waste management system in tourist cities.</li> <li>○ Enforce higher standards on landfill.</li> <li>○ Enforce higher standards on bin usage and provide sufficient garbage bins.</li> <li>○ Raise awareness of local people and tourist with regards to proper rubbish disposal and encourage the practice of: reduce, reuse and recycle.</li> <li>○ Treat wastewater before it goes into the rivers, especially tourism businesses.</li> </ul>
7	Public Toilet	<ul style="list-style-type: none"> <li>○ Provide sufficient and better standard public toilets.</li> <li>○ Consider elderly and disable visitors' accessibility.</li> <li>○ To have maintenance system is in place.</li> </ul>

<sup>45</sup> Destination Management Training Manual, 01 for Entrepreneur and Tourism Business, Page 35, ILO – SBC

8	Tourist Information Center	<ul style="list-style-type: none"> <li>○ To provide sufficient and quality tourist information centers based on visitor flows.</li> <li>○ To provide sufficient and quality printed materials, such as brochures and maps.</li> <li>○ To build capacity of human resources that can communicate with target markets.</li> </ul>
9	Visitor Statistic	<ul style="list-style-type: none"> <li>○ To develop systematic statistics collection system that can gather consistent data on tourism businesses and visitor information both quantitatively and qualitatively.</li> <li>○ To produce sufficient and clear statistical data for tourism destinations at the national, provincial and district level.</li> </ul>

Apart from developing products that is based on the destination’s potential, tourism product development should be based on the visitor flows. Preserve the authentic natural and cultural heritage and avoid or reduce development or improvement that could create negative impacts to nature. By creating stories for handicraft products that links with visitor experiences in the destination could potentially enhance its marketability.

## 9) Safety & Security

Laos tourism destination was ranked 66<sup>th</sup> out of 136 countries in safety and security by the World Economic Forum in 2017. The score was 5.4 out of total 7<sup>46</sup>. In ASEAN, Laos was ranked 4<sup>th</sup>, after Singapore, Malaysia and Vietnam (Table 9.1). The score was given based on 5 aspects, including 1) Business costs of crime and violence, 2) Reliability of police services, 3) Business costs of terrorism, 4) Index of terrorism incidence and 5) Homicide rate. However, small crimes and road accidents were not included in the ranking criteria.

Table 9.1: Safety & Security Ranking in ASEAN<sup>47</sup>

No.	Country	Rank	Score
1	Singapore	6	6.5
2	Malaysia	41	5.8
3	Vietnam	57	5.6
<b>4</b>	<b>Laos</b>	<b>66</b>	<b>5.4</b>
5	Cambodia	88	5.1
6	Indonesia	91	5.1
7	Thai	118	4.0
8	Philippines	126	3.6

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<sup>46</sup> Travel and Tourism Competitiveness Report 2017, World Economic Forum

<sup>47</sup> Brunei and Myanmar were not included in the ranking due to the lack of data

Safety and security in a destination should consider the following aspects<sup>48</sup>:

1) Tourist safety and security plan at the destination

It is important to have the tourist safety and security plan in a destination that is developed based on risk analysis of tourist activities. The plan must include all risky tourism activities as well as rules and regulations for land, water and air activities such as: mountain climbing, cycling, kayaking, ballooning, riding paramotor, etc. In addition, this must include clear instructions for lines of authority relating to communications with visitors in case of accidents and emergencies. The plan must be developed via public and private consultations.

2) Safety and security communication for visitors

Information must be distributed in key languages that matches the target audiences. The channels include: online, brochures, warning signs, prohibited signs, interpretation boards, etc.

3) Elderly and disable visitors' accessibility

Ensure the facilities for elderly and disable visitor's accessibility, such as ramps, handrails, disable people toilets, dedicated car parking space, etc.

4) Adequate and good quality water supply

Ensure proper water filter system are installed if water is sourced directly from the river. Visitors should be informed about local water quality. For example, the Mekong river consumption on Don Ded Don Khon Islands.

5) Regularly check the safety and cleanliness of restaurants

6) Ensure that there is fire safety standard in accommodation businesses

7) Contingency plan in case of natural disasters

8) Regular meeting between the public and private sectors to discuss about safety and security issues at the destination.

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<sup>48</sup> Destination Management Training Manual, 01 for Entrepreneur and Tourism Business, Page 66, ILO – SBC

## 10) Crisis Communication

Crisis are risks, issues and emergencies that occurs as a result of natural or man-made disasters, which can bring about negative impacts to the destination. It can be classified into 5 categories, such as environmental, societal/ political, economic, health related and technological events (Table 10.1)<sup>49</sup>.

Crisis communication is not only during when crisis occur, but it includes raising awareness for visitors about crisis that could potentially occur in a given location. The Lao Tourism Law identifies that “the concerned agencies shall provide information and explain about emergency situations that have happened or may happen which could affect visitors and the tourism brand and shall provide instruction on preventive measure, such as earthquake, flood, fire, storm, diseases, etc.<sup>50</sup>. Visitors safety can be maximized and the destination’s reputation can be secured when proper safety measures are put in place that allows for timely communication of any incidents that may occur.

Table 10.1: Crisis category that could impact a destination

No.	Category	Crisis
1	Environmental events	Earthquake, volcano, Tsunami, flood, storm raining, wildfire, etc.
2	Societal / Political events	Crime, political riots, coups, terrorism, war, etc.
3	Economic events	Financial / fiscal crisis, economic crisis, exchange rate collapses, etc.
4	Health related events	Foot and Mouth Disease, SARS, Salmonella, Malaria, etc.
5	Technological events	Transportation accident, electricity went out, etc.

Crisis communication should consider the following aspects:

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<sup>49</sup> ASEAN Tourism Crisis Communication Manual (Incorporating Best Practices of PATA & UNWTO), Page 5

<sup>50</sup> Lao Tourism Law (Updated), Page 8, National Assembly, 24 July 2013



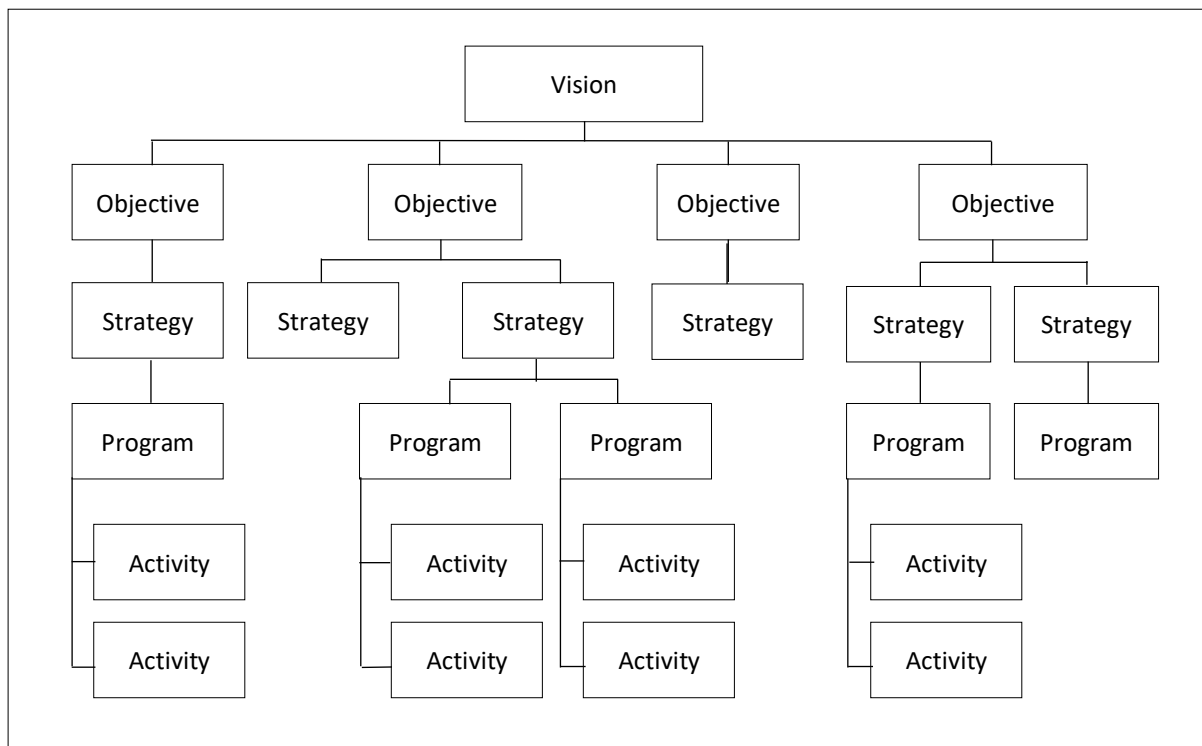
- 1) **Crisis communication plan for visitors:** Identify risks that have occurred in the past and potential risks that could occur at the destination in the future. Setup a responsible agency for crisis communication that have the capacity to clearly define messages, create document templates, identify appropriate communication channels, and communication process with the relevant organizations, etc.
- 2) **Identify communication channels:** Consider the fastest and the most effective communication channels to reach visitors such as website, social media, mobile app, etc. Brochure is applicable for information dissemination on crisis prevention and for visitors who do not have access to technology.
- 3) **Languages:** ensure communication messages are clear and available in key languages of the target markets.
- 4) **Information board:** Includes directional signposts to assembly points in case of emergencies. Install warning and danger signs and information panels advising tourists about the risks and crisis. The languages should be suitable for visitors and the symbols should align with international safety standards.
- 5) **Training:** Provide training for responsible agencies on crisis management and organizations that can provide first aid for visitors.

## 11) Objectives

To achieve the vision 2025, Lao PDR tourism destination management for 2020 – 2025 objectives are as follow:

- 1) To develop Laos tourism that is in line with the promotional direction for sustainable natural, cultural and historical tourism development.
- 2) To make Laos a preferred tourism destination for visitors.
- 3) To link Lao tourism with regional and international tourism markets.
- 4) To become a leading economic sector that contributes to poverty reduction in line with the government policy by managing the destination effectively.

Diagram 11.1: Linkages of vision, objective, strategy, program and activity



## 12) Targets

2025 tourism destination management targets for the Lao PDR are as follows:

- 1) Attract 8 million visitors per year by 2025 and achieve at least 5% average growth rate between 2020 – 2025.
- 2) International visitors cover 10%, regional visitors 50% and domestic visitors 40%.
- 3) Increase the average length of stay of visitors to Laos: International visitors stay at least 10 days, regional visitors 3 days and domestic visitors 2 days.
- 4) Increase the average spending of visitors: International visitors pay at least 100 USD/person/day, regional visitors 70 USD/person/day and domestic visitors 50 USD/person/day.
- 5) Increase tourism revenue to at least 1,960 USD million by 2025.
- 6) Develop tourism development and preservation plans for at least 10 sites by 2025.
- 7) Develop at least two Community-Based Tourism products per year along the visitor flows. By 2025, to have developed at least 10 Community – Based Tourism products according to the ASEAN and Lao Community – Based Tourism Standards.
- 8) Develop at least two homestays along the visitor flows. By 2025, to have developed at least 10 homestays that aligns with the ASEAN & Laos Homestay Standards.
- 9) Develop at least five One District One Product (ODOP) for tourism along the visitor flows by 2025.
- 10) Develop at least five tourism programs on new tourism routes along the visitor flows.
- 11) Classify tourism sites according to the Lao Tourism Attraction Standard for at least 10 sites.
- 12) Conduct tourism site research and allocation for at least 10 sites along the visitor flows.
- 13) Achieve the ASEAN Clean Tourist City Award for at least 5 cities by 2025.
- 14) Achieve at least 10 Sustainable Tourism Award by 2025.
- 15) Develop and improve public toilets according to the ASEAN and Lao Public Toilet Standard for at least 10 locations.
- 16) Develop and improve facilities in tourism sites for elderly and disable visitors for at least 10 sites.

- 17) Provide tourism information via online platforms. Achieve at least 1 million unique visitors to Laos tourism website per annum and 500,000 downloads for mobile application by 2025.
- 18) Improve tourism sites and activity information via online platforms, such as TripAdvisor and Google Maps that could cover at least 80% of the total tourism sites and activities in Laos.
- 19) Support and encourage private sector participation in regional and international travel trade fairs.
- 20) Organize FAM Trip for travel agents and international medias.
- 21) Develop interpretation boards for tourism sites along the visitors flow to cover at least 50% of the total tourism sites in the visitor flows.
- 22) Support private sector in organizing at least 3 events and festivals per year to promote tourism.
- 23) Develop and produce at least 3,000 copies of printed materials such as brochure and map.
- 24) Develop and improve the rules, regulations and tourism standards according to the ASEAN and Lao Standards.
- 25) Classify accommodation standard for at least 10 properties and Lao restaurant cleanliness and safety standard for at least 10 businesses by 2025.
- 26) Implement the ASEAN Green Hotel Standard and the ASEAN Spa Service Standard for at least 10 properties by 2025.
- 27) Provide skills training for tourism businesses for at least 250 participants by 2025.
- 28) At least 40% of the total participants of the destination management network are from the private sector.

## 13) Strategy 2020 – 2025

To achieve the objectives set out in the previous chapter, Laos tourism destination management for 2020 – 2025 has the following strategies:

Tourism Development	
Strategy 1	Develop and improve tourism development strategy and related plans based on the needs of the markets and tourism potential in Laos
Strategy 2	Develop tourism products based on the visitor flows and establish linkages with regional and international tourism
Strategy 3	Conduct tourism site research and allocation in potential areas based on the visitor flows in Laos
Strategy 4	Preserve the quality of the environment for sustainable tourism development
Strategy 5	Ensure the safety and security for visitors
Strategy 6	Develop tourism infrastructure for tourism site accessibility
Strategy 7	Improve tourism statistics data collection system and research.
Strategy 8	Strengthen capacity of human resources for the tourism sector
Strategy 9	Increase collaboration among public and private sector in tourism development
Tourism Marketing	
Strategy 10	Increase usage of modern technology for Laos tourism marketing
Strategy 11	Support private sector participation in travel trade fairs and road shows
Strategy 12	Organize media and PR activities for tourism promotion
Strategy 13	Improve tourism information services
Strategy 14	Support private sector in arranging events and festivals for tourism promotion
Strategy 15	Improve promotional materials based on the Laos tourism branding
Strategy 16	Ensure the use of the Laos tourism branding strategy in both public and private sector in tourism promotion
Strategy 17	Develop tourism marketing strategy based on the target markets
Strategy 18	Improve crisis communication for visitors
Strategy 19	Conduct marketing research as basis for tourism marketing plan development
Strategy 20	Strengthen capacity of human resources in the tourism sector in marketing
Strategy 21	Improve collaboration among public and private sectors in Laos tourism marketing

Tourism Management	
Strategy 22	Manage and strengthen capacity of travel agents based on the visitor flows
Strategy 23	Strategy 22: Manage and strengthen capacity of accommodation businesses based on the visitor flows
Strategy 24	Improve tourism standards and promote tourism related business investment based on the visitor flows
Strategy 25	Manage and strengthen capacity of restaurant and entertainment businesses based on the visitor flows
Strategy 26	Manage and strengthen capacity of tourism sites based on the visitor flows
Strategy 27	Improve rules and regulations for the tourism sector
Strategy 28	Strengthen capacity of human resources for the tourism sector in management
Strategy 29	Improve collaboration among public and private sector in tourism management
Skills Development	
Strategy 30	Develop human resources capacity in hospitality skills
Strategy 31	Develop human resources capacity in tour guiding skills
Strategy 32	Improve training curriculums and training manuals for the tourism sector
Strategy 33	Strengthen capacity of trainers in the tourism sectors
Strategy 34	Conduct training needs assessment for human resources for the tourism sector
Strategy 35	Strengthen capacity of public and private education institutes for the tourism sector
Strategy 36	Implement the MICE Standard and the ASEAN Tourism Professional
Strategy 37	Strengthen capacity of human resources for the tourism sector in skills development
Strategy 38	Develop human resources skills development strategy for the tourism sector
Strategy 39	Improve collaboration among public and private sector in skills development
Destination Management	
Strategy 40	Improve collaboration among public and private sectors in destination management
Strategy 41	Improve accessibility of destination management information for public and private sectors
Strategy 42	Ensure the effectiveness and efficiency of destination management plan implementation

## 14) Program 2020 – 2025

### 14.1 Tourism Development

Strategy	Program
<b>1. Planning</b>	
Strategy 1: Develop and improve tourism development strategy and related plans based on the needs of the markets and tourism potential in Laos	Program 1: Develop natural, cultural and historical heritage preservation and management plans
	Program 2: Develop a gender promotion plan for the Laos tourism sector
	Program 3: Develop an ethnic minority group promotion plan for the Laos tourism sector
	Program 4: Develop Laos Ecotourism strategy
	Program 5: Develop Master Plans for tourism development in potential tourism destinations
	Program 6: Improve the Lao Tourism Development Strategy for 2021 – 2026 as part of the overall plan of the Ministry of Information, Culture and Tourism
	Program 7: Improve tourism planning and development manual
	Program 8: Develop sustainable tourism manual which includes Responsible Tourism
<b>2. Tourism Product Development</b>	
Strategy 2: Develop tourism products based on the visitor flows and establish linkages with regional and international tourism	Program 1: Implement the ASEAN Community Based Tourism Standard along the visitor flows
	Program 2: Implement the Laos Community Based Tourism Standard along the visitor flows
	Program 3: Implement the ASEAN Homestay Standard along the visitor flows
	Program 4: Implement the Laos Homestay Standard along the visitor flows
	Program 5: Develop and promote One District One Product (ODOP) for tourism along the visitor flows
	Program 6: Develop and promote tourism related local events & festivals along the visitor flows
	Program 7: Improve museums along the visitors flow according to the needs of the target markets
	Program 8: Conduct research and develop new tourism routes that link with visitor flows
	Program 9: Establish SMEs Matching Fund for business development in the tourism sector
	Program 10: Implement the Laos Tourism Attraction Standard

Strategy	Program
	Program 11: Develop regional product and tourism routes in collaboration with countries in the region
<b>3. Tourism Site Research &amp; Allocation</b>	
Strategy 3: Conduct tourism site research and allocation in potential areas based on the visitor flows in Laos	Program 1: Conduct tourism site research and allocation along the visitor flows
	Program 2: Improve tourism site listing in Laos
<b>4. Environmental Protection</b>	
Strategy 4: Preserve the quality of the environment for sustainable tourism development	Program 1: Implement the ASEAN Clean Tourist City Standard in Vientiane Capital, Luang Prabang City, Pakse City and Vang Vieng District
	Program 2: Implement the Laos Clean Tourist City Standard
	Program 3: Implement the ASEAN Sustainable Tourism Award
	Program 4: Implement responsible tourism activities, such as single use plastic reduction: drinking bottles, straws, plastic bags, etc. Provide alternative solutions to single use plastic
<b>5. Safety &amp; Security</b>	
Strategy 5: Ensure the safety & security for visitors	Program 1: Develop Safety & Security Plan for visitors in Laos
	Program 2: Develop rules and regulations for risky tourism activities
	Program 3: Provide safety and security information for visitors along the visitor flows
	Program 4: Strengthen capacity of tourist safety and security agencies in Laos
	Program 5: Develop emergency warning system for visitors that is accessible anywhere and anytime
<b>6. Infrastructure Development</b>	
Strategy 6: Develop tourism infrastructure for tourism site accessibility	Program 1: Implement the ASEAN Public Toilet Standard along the visitor flows
	Program 2: Implement the Laos Public Toilet Standard along the visitor flows
	Program 3: Improve facility in tourism sites for elderly and disable visitors along the visitor flows
	Program 4: Develop directional signposts to tourism sites along the visitor flows
	Program 5: Develop and improve tourism information centers along the visitor flows



Strategy	Program
<b>7. Tourism Research and Statistic</b>	
Strategy 7: Improve tourism statistics data collection system and tourism research	Program 1: Improve Laos tourism statistics system
	Program 2: Conduct research on visitor flows in Laos
	Program 3: Improve the Tourism Development Department database
<b>8. Strengthen Human Resource Capacity</b>	
Strategy 8: Strengthen capacity of human resources in the tourism sector in tourism development	Program 1: Build capacity of tourism officials on tourism planning and development
	Program 2: Build capacity of tourism officials on tourism site research and allocation
	Program 3: Build capacity of tourism officials on tourism statistics data collection and administration
<b>9. Lao tourism development taskforce</b>	
Strategy 9: Increase collaboration among public and private sectors in tourism development	Program 1: Build capacity of the Lao tourism development taskforce
	Program 2: Distribute taskforce action plan implementation progress report and future plans to members

## 14.2 Tourism Marketing

Strategy	Program
<b>1. Online Marketing</b>	
Strategy 10: Increase the usage of modern technology for Laos tourism marketing	Program 1: Develop Laos tourism image & text library that can be accessed anywhere and anytime
	Program 2: Improve Laos tourism website that aligns with the Laos tourism branding strategy
	Program 3: Develop Lao tourism mobile application that aligns with the Laos tourism branding strategy
	Program 4: Improve tourism information on social media & other tourism websites based on the needs of the visitor flows
	Program 5: Improve tourism information on Google Maps, such as tourism sites, homestays, locations, contacts, images, etc.
<b>2. Travel Trade Fair Participation and Roadshow</b>	
Strategy 11: Support private sector participation in travel trade fairs and road shows	Program 1: Participate in domestic travel trade fairs
	Program 2: Participate in regional travel trade fairs
	Program 3: Organize road show to visit travel agents in South Korea
	Program 4: Participate in international travel trade fairs

Strategy	Program
<b>3. Media &amp; PR</b>	
Strategy 12: Organize media and PR activity for tourism promotion	Program 1: Organize FAM Trip for travel agents along the visitor flows
	Program 2: Develop interpretation board at tourism sites along the visitor flows
	Program 3: Promote Laos tourism through promotional video based on the visitor flows
	Program 4: Promote Laos tourism through social media influencers
	Program 5: Promote Laos tourism through international medias
<b>4. Tourism Information Service</b>	
Strategy 13: Improve tourism information services	Program 1: Conduct visitor satisfaction survey on Lao tourist information centers
	Program 2: Improve Lao tourist information centers based on the visitor satisfaction survey and Laos tourism branding strategy
<b>5. Event</b>	
Strategy 14: Support private sector in organizing events and festivals for tourism promotion	Program 1: Promote Laos tourism through sporting events
	Program 2: Promote Laos tourism through events and festivals based on the visitor flows
<b>6. Printing material</b>	
Strategy 15: Improve promotional materials based on the Laos tourism branding	Program 1: Develop Lao tourism brochures based on the visitor flows
	Program 2: Develop Lao tourism maps based on the visitor flows
<b>7. Destination Branding</b>	
Strategy 16: Ensure the use of the Laos tourism branding strategy in both public and private sector in tourism promotion	Program 1: Promote Laos tourism through the Laos Simply Beautiful Brand based on the Laos tourism branding strategy
<b>8. Planning</b>	
Strategy 17: Develop tourism marketing strategy based on the target markets	Program 1: Organize dissemination workshops on the Laos tourism marketing strategy at provincial level
	Program 2: Develop heritage interpretation strategy based on the visitor flows

Strategy	Program
<b>9. Crisis Communication</b>	
Strategy 18: Improve crisis communication for visitors	Program 1: Organize dissemination workshop on Crisis communication for tourism stakeholders
	Program 2: Develop crisis communication plan for visitors in Laos
	Program 3: Implement crisis communication plan
<b>10. Marketing Research</b>	
Strategy 19: Conduct marketing research as basis for tourism marketing plan development	Program 1: Conduct research on tourist behaviors and demands of the visitor flows
	Program 2: Conduct assessment on Laos tourism marketing activities
<b>11. Strengthen human resource capacity</b>	
Strategy 20: Strengthen capacity of human resources in the tourism sector in marketing	Program 1: Build capacity of officials in the Tourism Marketing Department in travel trade fairs and roadshows marketing
	Program 2: Build capacity of officials in the Tourism Marketing Department in online marketing
	Program 3: Build capacity of officials in the Tourism Marketing Department in preparing and providing tourism information
	Program 4: Build capacity of officials in the Tourism Marketing Department in using the Laos tourism branding in tourism promotion
	Program 5: Build capacity of officials in the Tourism Marketing Department in market research
<b>12. Laos tourism marketing taskforce</b>	
Strategy 21: Improve collaboration among public and private sectors in Laos tourism marketing	Program 1: Build capacity of the Lao tourism marketing taskforce
	Program 2: Distribute taskforce action plan implementation progress report and future plans to members

## 14.3 Tourism Management

Strategy	Program
<b>1. Travel Agent Business Management</b>	
Strategy 22: Manage and strengthen capacity of travel agents based on the visitor flows	Program 1: Strengthen capacity of the Lao Association of Travel Agents (LATA)
	Program 2: Strengthen capacity of the Lao Tour Guide Association
	Program 3: Improve transportation service for visitors based on the visitor flows
	Program 4: Implement tourism price control measures based on the visitor flows
	Program 5: Implement Zero – Dollar Tourism Measures based on the visitor flows
<b>2. Accommodation Business Management</b>	
Strategy 23: Manage and strengthen capacity of the accommodation businesses based on the visitor flows	Program 1: Implement the Accommodation Standard Classification along the visitor flows
	Program 2: Strengthen capacity of the Lao Hotels & Restaurants Association
	Program 3: Support small and medium size enterprises in the tourism sector in accessing the online booking platforms
<b>3. Tourism Standard and Investment Management</b>	
Strategy 24: Improve tourism standards and promote tourism related business investment based on the visitor flows	Program 1: Implement the ASEAN Green Hotel Standard along the visitor flows
	Program 2: Implement the ASEAN Spa Service Standard along the visitor flows
	Program 3: Promote domestic and foreign investments in the tourism sector
	Program 4: Improve the Laos tourism management database
<b>4. Restaurant &amp; Entertainment Businesses Management</b>	
Strategy 25: Manage and Strengthen capacity of restaurant and entertainment businesses based on the visitor flows	Program 1: Implement the Laos Restaurant Safety & Cleanliness Standard
	Program 2: Implement human trafficking, woman and child violence prevention activities for restaurant and entertainment businesses
	Program 3: Implement the Entertainment Business Standard
<b>5. Tourism Site Management</b>	
Strategy 26: Manage and strengthen capacity of tourism	Program 1: Develop decree on Laos tourism site management
	Program 2: Implement Laos tourism site standard in collaboration with the Tourism Development Department

Strategy	Program
sites management based on the visitor flows	Program 3: Build capacity of the tourism site management organization based on the visitor flows
<b>6. Rules &amp; Regulations</b>	
Strategy 27: Improve rules and regulations in the tourism sector	Program 1: Develop Laos tourism management strategy
	Program 2: Develop and improve rules and regulations for the tourism sector
<b>7. Strengthen human resources capacity</b>	
Strategy 28: Strengthen capacity of human resources in the tourism sector in management	Program 1: Build capacity of tourism officials in tourism management
<b>8. Laos tourism management taskforce</b>	
Strategy 29: Improve collaboration among public and private sector in tourism management	Program 1: Build capacity of the Lao tourism management taskforce
	Program 2: Distribute taskforce action plan implementation progress reports and future plans to members

## 14.4 Skills Development

Strategy	Program
<b>1. Hospitality Skills Training</b>	
Strategy 30: Develop human resources capacity in hospitality skills	Program 1: Improve service quality of hotels, guesthouses and restaurants along the visitor flows
<b>2. Tour guides training</b>	
Strategy 31: Develop human resources capacity in tour guiding skills	Program 1: Improve the knowledge and guiding skills of tour guides along the visitor flows
<b>3. Training curriculums and manuals improvement</b>	
Strategy 32: Improve training curriculums and training manuals in the tourism sector	Program 1: Improve training curriculums on tourism management based on the visitor flows
	Program 2: Improve training curriculums on foreign language for tourism based on the visitor flows
	Program 3: Develop and improve training curriculum on tour guiding based on the visitor flows
	Program 4: Develop training materials

<b>4. Training of trainers</b>	
Strategy 33: Strengthen capacity of trainers in the tourism sectors	Program 1: Build capacity of trainers on training skills
	Program 2: Build capacity of trainers on customer care and service quality
	Program 3: Build capacity of trainers on tour guiding
<b>5. Research</b>	
Strategy 34: Conduct training needs assessment for human resources in the tourism sector	Program 1: Conduct training need assessment for travel agents on tour guide service quality improvement
	Program 2: Conduct training needs assessment for hotels, guesthouses, restaurants on service quality improvement
	Program 3: Conduct performance evaluation and assessment of staff who have participated trainings
<b>6. Strengthen capacity of public and private education institutes in the tourism sector</b>	
Strategy 35: Strengthen capacity of public and private education institutes in the tourism sector	Program 1: Build capacity of teachers in the tourism sector
	Program 2: Improve demonstration facilities and equipment for key education institutes
	Program 3: Improve curriculums for bachelor's degree
	Program 4: Support student internship in public and private company in tourism sector
<b>7. Implement the MICE Standard and ASEAN Tourism Professional</b>	
Strategy 36: Implement the MICE Standard and ASEAN Tourism Professional	Program 1: Implement the ASEAN MICE Standard
	Program 2: Implement the Laos MICE Standard
	Program 3: Implement the ASEAN Tourism Professional Activity
<b>8. Strengthen human resources capacity</b>	
Strategy 37: Strengthen capacity of human resources in the tourism sector in skills development	Program 1: Build capacity of the MICT government officials
<b>9. Planning</b>	
Strategy 38: Develop human resources skills development strategy for the tourism sector	Program 1: Develop the Laos human resource skills development strategy
<b>10. Skills development taskforce</b>	
Strategy 39: Improve collaboration among public and private sectors in skills development	Program 1: Build capacity of the skills development taskforce
	Program 2: Distribute taskforce action plan implementation progress reports and future plans to members

### 14.5 Destination Management

Strategy	Program
<b>1. Destination Management</b>	
Strategy 40: Improve the collaboration among public and private sectors in destination management	Program 1: Build capacity of the Laos Destination Management Network on destination management
	Program 2: Distribute DMN action plan implementation progress and future plans to members
	Program 3: Organize the Laos Tourism Forum that aims to share and exchange tourism destination activities
Strategy 41: Improve accessibility in destination management information for public and private sectors	Program 1: Develop Laos Destination Management Online Database for public and private stakeholders in tourism sector
	Program 2: Develop the Laos Tourism Online Database for public and private stakeholders in tourism sector (based on the Laos Destination Management Online Database, gather information from different departments, such as list of tourism product from the Tourism Development Department, Laos tourism image and text library from the Tourism Marketing Department, list of tourism businesses from the Tourism Management Department and training curriculum from IMCT)
Strategy 42: Ensure the effectiveness and efficiency of destination management plan implementation	Program 1: Implement destination management monitoring and evaluation activities

## 15) Action Plan 2020

The annual action plan is elaborated from the program for 2020 – 2025 as outlined in the previous chapter, see [Annex 3: Action Plan 2020](#). The activities are categorized into 5 areas, including: 1) Tourism development, 2) Tourism marketing, 3) Tourism management, 4) Skills development and 5) Destination management.

In addition, implementation methodology has been defined in order to ensure that the activities are consistent with the visitor flows and the activities of the taskforces and departments are coherent. The budget for activities has not been allocated in this plan since it requires further discussion between the TIIG Project and responsible departments that will take place at the beginning of 2020.



## 16) DMN Structure

Destination management network or DMN in short is a public, private, and international organization gathering and working together. It aims to strengthen the collaboration in tourism destination management.

United National World Tourism Organization – UNWTO defines that “The governance structures of DMN vary from a single public authority to a public/private partnership model”<sup>51</sup>. The fundamental function of the network includes strategic planning, market intelligence (data gathering and analysis, market research), tourism product development, monitoring, crisis management, training and capacity building, promotion, marketing and branding<sup>52</sup>.

### 16.1 DMN Structure

The DMN at the national, provincial and district level are responsible for the Destination Management Plan 2020 – 2025 implementation for their respective destinations.

The DMN structure consists of a Chair and Co–Chair who provide strategic guidance. DMN secretariat provides information and coordinates with the members (Diagram 16.1). There are four taskforces in the DMN, including tourism marketing, tourism development, tourism management and skills development. The taskforces are chaired by the deputy director general of the departments and coordinated by the director, deputy director and technical staff of the divisions. Members include staff from the MICT, provincial DICT, relevant government agencies, chamber of commerce, business associations, airlines, individual businesses, education institutes, and international organizations in the tourism sector as well as the provincial and district DMN.

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<sup>51</sup> UNWTO Tourism Definitions, Page 16, 2019

<sup>52</sup> UNWTO Guidelines for Institutional Strengthening of Destination Management Organization, Page 13, 2019

## 16.2 Roles & Responsibilities

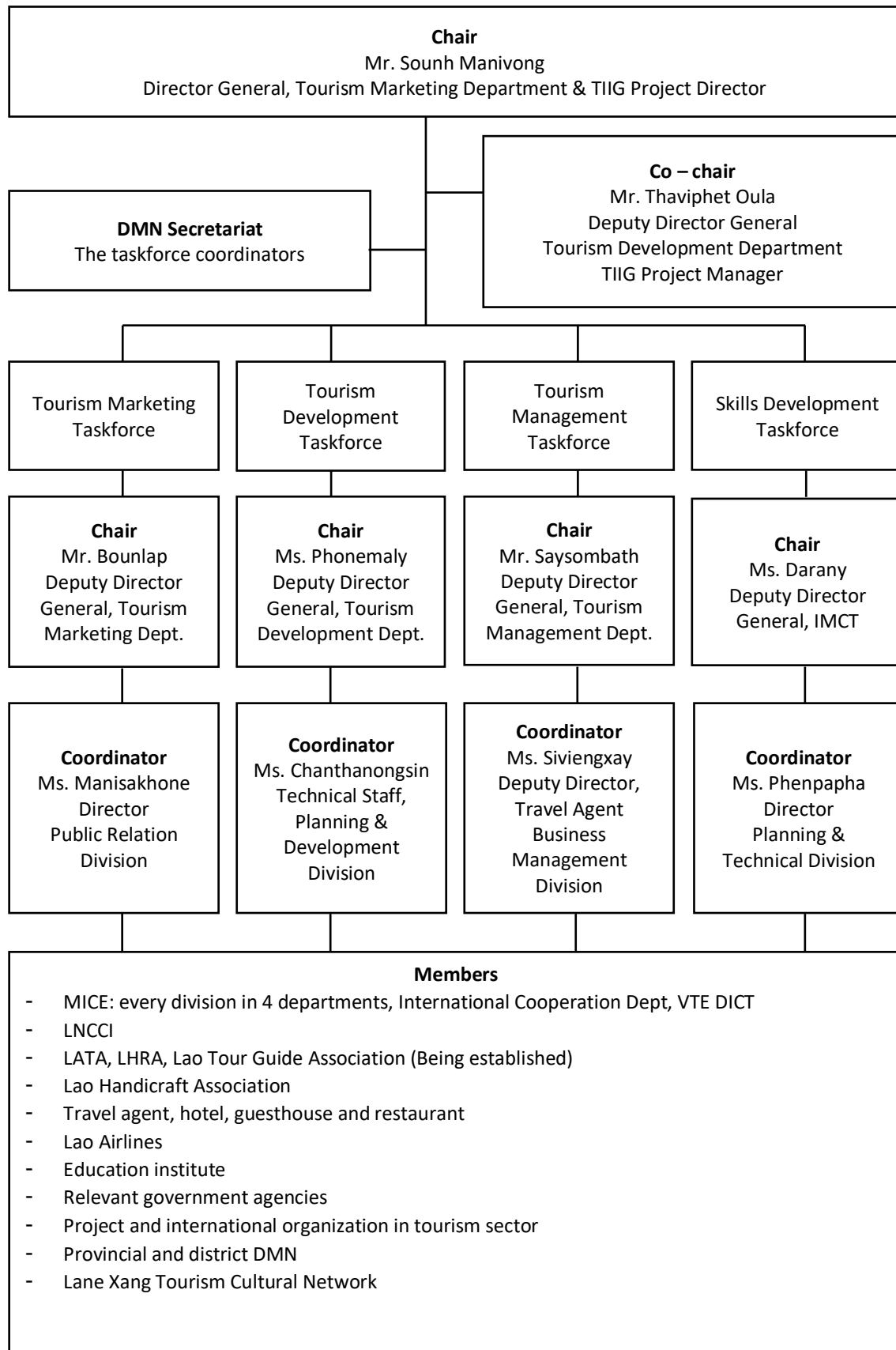
### **Chair and Co – Chair**

- 1) Provide strategic guidance on the Laos Tourism Destination Management Plan 2020 – 2025 implementation and to make sure that the progress is on track according to the plan, duration and budget.
- 2) Chair the annual and biannual DMN meetings and to review the action plan implementation progress and plan for the future.

### **DMN Secretariat**

- 1) Take ownership of the DMN secretariat action plan implementation, which is part of the Laos Tourism Destination Management Plan 2020 – 2025.
- 2) Prepare the annual and biannual DMN meeting that includes preparing invitation letters, budgets, meeting venues and facilities, inviting participants, preparing contents and presentations.
- 3) Following the DMN meetings, the DMN secretariat shall prepare the meeting minutes that includes the contents, comments and next step in order to share with the participants.
- 4) Take ownership and look after the DMN office on the 4<sup>th</sup> floor of the Tourism Development Department, MICT.
- 5) Coordinate with the Chair and Co–Chair of the DMN and taskforces and members in providing necessary and relevant information regarding destination management.

Diagram 16.1: Lao National DMN Structure



### **Taskforce Chair**

- 1) Provide strategic guidance on the taskforce action plan implementation, which is part of the Laos Tourism Destination Management Plan 2020 – 2025 implementation plan. Ensure that the progress is on track according to the plan, duration and budget.
- 2) Chair the annual and biannual taskforce meetings, to review the action plan implementation progress and plan for the next steps.

### **Taskforce Coordinator**

- 1) Take ownership to implement, facilitate and support the taskforce action plan implementation.
- 2) Prepare the taskforce annual and biannual meetings that includes preparing invitation letters, budgets, meeting venues and facilities, inviting participants, preparing contents and presentations.
- 3) Following the meetings, the coordinator shall prepare the meeting minutes that includes the contents, comments and next steps in order to share with the participants.

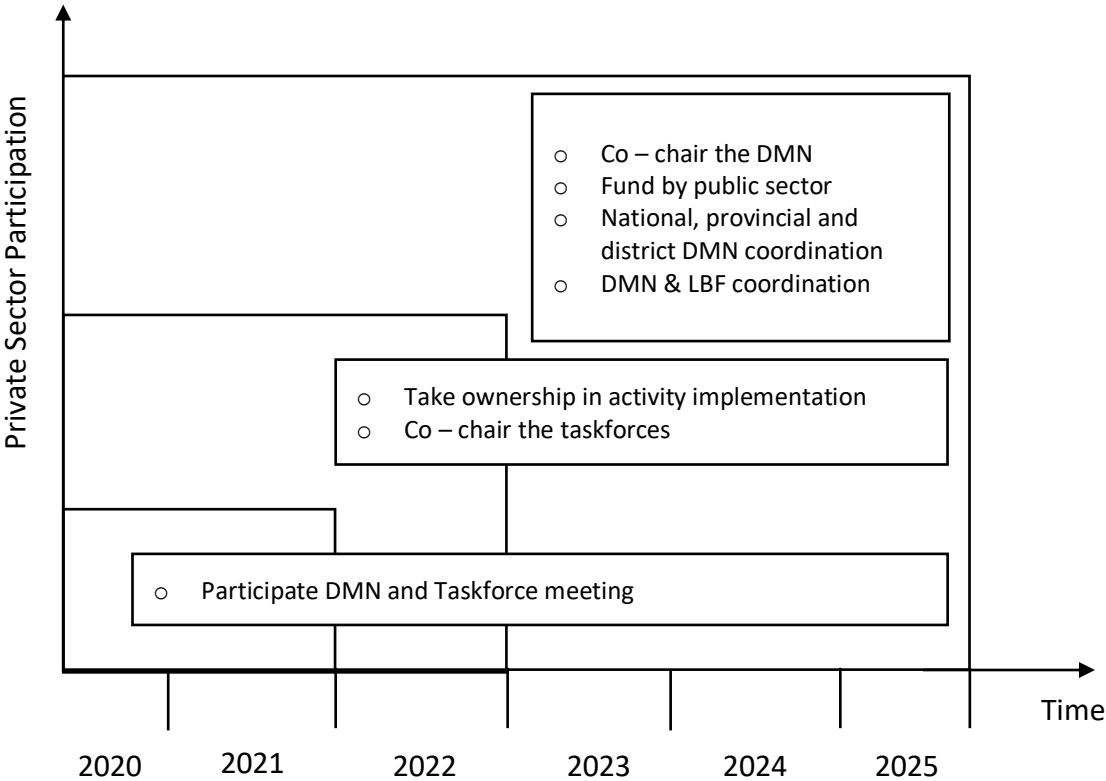
### **Members**

- 1) Members include public, private, and international organizations in tourism sector ([Annex 1: National DMN Members](#)). Members of the private sector should include operators that provide services along the routes of the identified visitor flows. This would allow the network to have relevant participants that can contribute ideas and feedback on the action plan to promote the specific visitor flows.
- 2) Take ownership in implementing relevant destination management activities that aligns with the Laos Tourism Destination Management Plan 2020 – 2025.
- 3) Share the activity implementation progress with the taskforce coordinators and DMN secretariat in order to integrate into the DMN annual and biannual meeting. This is to provide the tourism stakeholders with up-to-date information on what's been done and will be done in order to synergize efforts, form collaborations and share resources and knowledge.
- 4) Participate in the DMN and taskforce meetings to review the implementation progress reports and planning.

### 16.3 DMN Structure Changes for 2020 – 2025

Strong collaboration is required from many different organizations, especially the private sector and relevant government agencies in order to keep the network in operation. The initial DMN and taskforce structures were dominated by the public sector. The private sector’s role was limited to participate in workshops. (Diagram 16.3). It is envisioned that in medium term, as the awareness and understanding of the private sector increases, it will lead to more involvement by the industry. Thus, taking ownership in the activity implementation and join as co - chair of the taskforces. By 2025, the private sector shall be the co - chair of the DMN, while the public sector will provide funding to the network. Coordination mechanism among the national, provincial and district DMN will be put in place. Critical issues will be proposed to the Lao Business Forum – LBF<sup>53</sup> so they can be discussed and seek solutions at a broader stakeholder setting by the relevant organizations.

Diagram 16.3: Private Sector Participation vs. Time



<sup>53</sup> Lao Business Forum (LBF) is organized once a year by the Ministry of Industry and Commerce in collaboration with LNCCI, the meeting is chaired by the Prime Minister: [www.lncci.la/lo/about-lbf](http://www.lncci.la/lo/about-lbf)

## 16.4 Taskforce Structure

The taskforce structure is an important mechanism for the taskforce action plan implementation. It consists officials ranging from director, deputy director to technical staff in divisions responsible for different tasks such as: prepare budgets, support the implementation and prepare activity reports. ([Annex 2: Taskforce Structure](#)).

## 16.5 DMN Member Benefit

- 1) Benefit from the results of the action plan implementation by the network.
- 2) Receive information on destination management activities that can be applied into their work and businesses.
- 3) SMN Matching Fund privilege from the project for business development.
- 4) Privilege to participate in selected travel trade fairs in Laos and abroad.
- 5) Privilege to participate selected exposure trip relevant to destination management in Laos and abroad.

## 16.6 DMN Internal & External Communication

For effective and timely internal and external communication, the DMN will reduce the traditional communication approach, such as printing and distributing invitation letters by fax. Technology and digital platforms will be used, including WhatsApp, Email, Facebook and website.

WhatsApp can be used in a smaller group of stakeholders setting; for instant, among DMN Secretariat, departments and ministry. In addition, WhatsApp can be used to communicated directly to individual stakeholder. Email should be specific account of the network, such as [info@laos-dmn.com](mailto:info@laos-dmn.com). The existing Facebook DMN account can be used, which is: [www.facebook.com/LaosDMN](https://www.facebook.com/LaosDMN). Website domain name should be specific, such as [www.laos-dmn.com](http://www.laos-dmn.com). These tools would not only increase the effectiveness of the communication, but it also creates a good image and reliability for the network.

## 17) Monitoring & Evaluation

Monitoring and Evaluation (M&E) is an important process in destination management, it aims to measure the results of the activity implementation and ensure the targets are successfully achieved according to the plan. In addition, the monitoring and evaluation results are an important information for decision making and planning process<sup>54</sup>.

The assessment results shall be collected and presented at the DMN annual and biannual meetings based on the monitoring and evaluation form in table 17.1. The DMN members and workshop participants shall provide inputs and comments into the assessment results and the action plan.

Apart from monitoring and evaluating at the activity level, it is also important to keep track of the targets that are defined in Chapter 12 especially target number. 1 to 5, which are the overall performance indicators of the destination.

Ultimately, the results of the activity implementation should lead to the achievement of programs, strategy, objectives and vision until 2025 (Diagram 11.1: Linkages of vision, objectives, strategy, programs and activities).

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<sup>54</sup> Destination Monitoring and Evaluation Manual (For Entrepreneur and Tourism Business), Page 1, MICT

Table 17.1: Monitoring and Evaluation Form

No.	Activity	Output	Impact Duration			Indicator	Score										N/A		
			Short	Medium	Long		1	2	3	4	5	6	7	8	9	10			
I	Tourism Development Department																		
1	Planning & Development Division																		
1.1			✓																
				✓															
					✓														
1.2			✓																
				✓															
					✓														

Score: 1 - 2 = Very poor; 3 - 4 = Poor; 5 - 6 = Moderate; 7 - 8 = Good; 9 - 10 = Excellent N / A = Not Applicable

Please mark (✓) in the box



## Glossary

Glossary	Definition
Tourism	Tourism is the activities of people travelling from a residence to another area or country to visit, sightsee, relax, enjoy, cultural exchange, sport, health, research, exhibition, meeting, etc. It does not aim for looking for a job or work to generate income <sup>55</sup>
Tourism Destination	Tourism destination is a physical space in which a tourist spends at least one overnight. It includes tourism products and supporting services. Destination could be on any scale, from country, region (north, central, south), province, district, village and islands <sup>56</sup>
Destination Management	Destination management is a process of leading and coordinating the management of all the aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, local residents, business and the environment <sup>57</sup>
Destination Management Plan (DMP)	Destination management plan (DMP) is a shared statement of intent to manage a destination over a stated period of time, articulating the roles of the different stakeholders and identifying clear actions that they will take <sup>58</sup>
Visitor Flow	Visitor flow is a movement of a group of visitors who have similar behavior, interest and motivation in a destination. From the immigration checkpoints, modes of transportation, types of accommodations, restaurants, etc. The flow should be significant in numbers and can be localizable on a map <sup>59</sup> . Visitor flow = Tourist activity + Their interest
Destination Management Network (DMN)	Destination Management Network or DMN is a group of public, private, and international organizations in tourism sector. It aims to enhance collaboration among the stakeholders in destination management
Taskforce	Taskforce is a group of public and private stakeholders in the tourism sector for a specific task, including tourism marketing, tourism development, tourism management and skills development. A DMN may have one or more than one taskforce. In addition, taskforce can be developed base on the visitor flows

<sup>55</sup> Laos Tourism Law (Updated version), National Assembly, 24 July 2013

<sup>56</sup> Destination Management Manual, Page 1, MICT

<sup>57</sup> Principles for Developing Destination Management Plans, Page 3, Visit England

<sup>58</sup> Principles for Developing Destination Management Plans, Page 3, Visit England

<sup>59</sup> Lao PDR Tourism Destination Management Plan 2016 – 2018, Page 37, MICT

## Reference

- Project Administration Manual, Greater Mekong Sub Region Tourism Infrastructure for Inclusive Growth Project, Lao PDR, 2015 – 2019
- MICT Ministerial Agreement on National Destination Management Network Board for Tourism Infrastructure for Inclusive Growth Project, No. 753/MICT, VTE, 06/07/2015
- Laos Annual Tourism Statistic in 2018, Tourism Development Department, MICT
- UNWTO Tourism Highlights 2018 Edition
- The Travel & Tourism Competitiveness Report 2017, World Economic Forum
- Lao PDR Tourism Destination Management Plan 2016 – 2018
- Vision 2030, Strategy until 2025 and Information, Culture and Tourism Development Plan for 2016 – 2020, MICT
- Country Brand Ranking 2017 - 2018, Tourism Edition, Bloom Consulting
- Laos Tourism Branding Strategy, Tourism Marketing Department, MICT
- Laos Tourism Marketing Strategy 2019 – 2022, Tourism Marketing Department, MICT
- Laos Tourism Law (Updated version), National Assembly, 24 July 2013
- ASEAN Green Hotel Standard, Tourism Management Department, MICT & TIIG 2 / ADB
- Destination Management Manual, MICT
- Destination Management Training Manual, 01 for Tourism Business, ILO – SBC
- ASEAN Tourism Crisis Communication Manual (Incorporating Best Practices of PATA & UNWTO)
- Destination Management Monitoring & Evaluation Manual, for Tourism Business, MICT
- Principles for Developing Destination Management Plans, Visit England

## Annex

### Annex 1: National DMN Members

No.	Organization	Name & Surname	Position
	<b>Chair &amp; Co – Chair</b>		
1	MICT, Tourism Marketing Department	Mr. Sounh Manivong	Director General
2	MICT, Tourism Development Department	Mr. Thavipheth Oula	Deputy Director General
	<b>DMN Secretariat</b>		
3	Tourism Marketing Dept., PR Division	Ms. Manisakhone Thammavongxay	Director
4	Tourism Development Dept., Planning & Development Division	Ms. Chanthanongsin Razmouny	Technical Staff
5	Tourism Management Dept., Travel Agent Management Division	Ms. Siviengxay Phommalath	Deputy Director
6	IMCT, Planning & Technical Division	Ms. Phenpapha Phongsa	Director
	<b>Tourism Marketing Taskforce</b>		
7	MICT, Tourism Marketing Department	Mr. Bounlap Douangphoumy	Deputy Director General
8	Tourism Marketing Activity Division	Mr. Kettasone Sundara	Director
9	Public Relations Division	Mr. Littisack Volalath	Deputy Director
10	Marketing Research Division	Mr. Vongdeuane Keosoulivong	Deputy Director
11	Marketing Research Division	Mr. Chitpasong Soulideth	Deputy Director
12	Tourism Information Service Division	Mr. Thongpan Silipanya	Director

No.	Organization	Name & Surname	Position
	<b>Tourism Development Taskforce</b>		
13	MICT, Tourism Development Department	Ms. Phonemaly Inthaphom	Deputy Director General
14	Planning and Development Division	Ms. Champhone Vongsa	Deputy Director
15	Planning and Development Division	Ms. Phonemany Soukhathammavong	Deputy Director
16	Eco – Tourism Division	Mr. Xaypasong Vongsak	Deputy Director
17	Tourism Site Research and Allocation Division	Mr. Ongern Panyavong	Director
18	Tourism Statistic and Administration Division	Mr. Bounthavy Sisava	Deputy Director
	<b>Tourism Management Taskforce</b>		
19	Tourism Management Department	Mr. Saysombath Bounnaphone	Deputy Director General
20	Travel Agent Business Management Division	Ms. Siphonechai Sitthisay	Director
21	Accommodation Business Management Division	Mr. Bounsert Xayyaseng	Deputy Director
22	Tourism Standard and Investment Management Division	Ms. Alounny Panyasith	Deputy Director
23	Restaurant and Entertainment Business Management Division	Mr. Phengsone Khounsamnan	Deputy Director
24	Tourism Site Management and Administration Division	Ms. Vilayvanh Heuahansana	Deputy Director
	<b>Skills Development Taskforce</b>		
25	Institute of Mass Media, Cultural and Tourism (IMCT)	Ms. Darany Phommavongsa	Deputy Director General
26	IMCT, Training Division	Mr. Phouthone Dalalom	Deputy Director

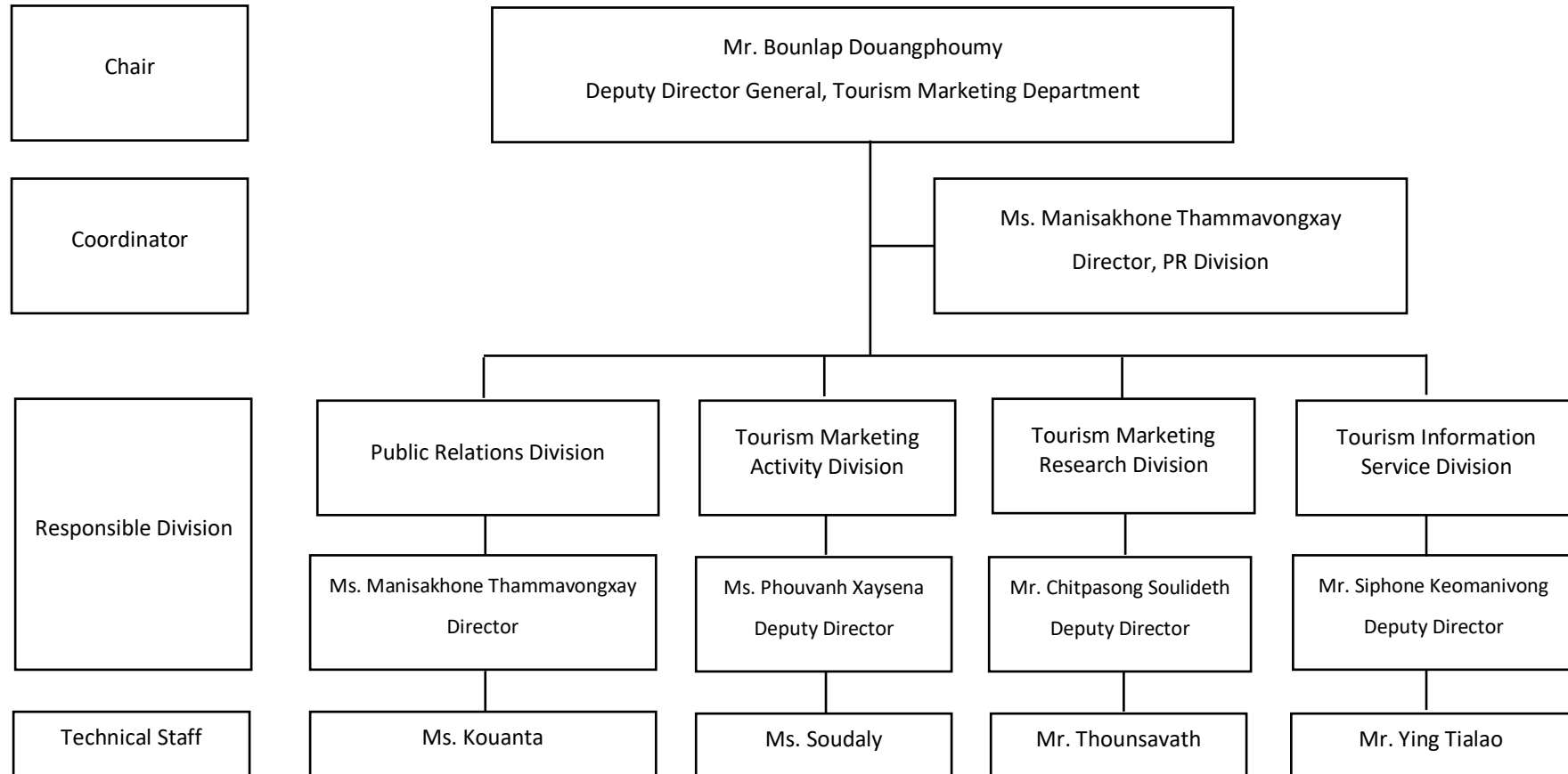
No.	Organization	Name & Surname	Position
	Public Sector		
27	MICT, International Cooperation Department		
28	Vientiane Capital DICT		
29	Ministry of Public Work & Transportation, Transportation Dept.		
30	Ministry of Industry & Commerce, Domestic Trade Department		
31	Ministry of Public Security, Tourist Police Department		
32	MONRE, Pollution Management Department		
33	Ministry of Science & Technology, Standard & Measurement Dept.		
34	MLSW, Skills Development Department		
35	MOES, Technical & Vocational Education Department		
36	Ministry of Health, Health Promotion & Hygiene Department		
37	Ministry of Foreign Affairs, Consular Department		
	Private Sector		
38	Lao Airlines		
39	Lao National Chamber of Commerce & Industry		
40	Lao Hotel and Restaurant Association (LHRA)		
41	Lao Association of Travel Agents (LATA)		
42	Lao Handicraft Association (LHA)		
43	Lao Tour Guide Association		

No.	Organization	Name & Surname	Position
44	Lane Xang Cultural Tourism NetWork		
45	Luang Prabang Provine DMN		
46	Vientiane Province DMN		
47	Vang Vieng DMN		
48	Southern Laos DMN		
49	Exo Travel		
50	Green Discovery		
51	Nakarath Travel		
52	Laos Mood Travel		
53	Asian Trails Travel		
54	MP Travel		
55	Arasa Tour Laos		
56	Xang Lao Travel		
57	Lao Top Travel		
58	Diethelm Travel		
59	Mekong Lao Travel		
60	Saimaithong Travel		
61	Nisshin Travel		
62	Landmark Mekong Riverside Hotel		

No.	Organization	Name & Surname	Position
63	Crowne Plaza Hotel		
64	Settha Palace Hotel		
65	Donechanh Palace Hotel		
66	Lao Plaza Hotel		
67	Long Thanh Vientiane Golf Club		
68	Lakeview Vientiane Golf Club		
69	Meuanglao Magazine		
70	Hospitality Tourism Management - HTM Education Institute, Project and International Organization		
71	NUOL, Social Science Dept., Tourism and Hospitality Section		
72	NUOL, Forestry Department, Eco – Tourism Section		
73	Lanith		
74	British Embassy		
75	Project LAO/029		
76	Swisscontact		
77	GIZ, RELATED, IAI Project		
78	TIIG Project / ADB		
79	TIIG Project / ADB		
80	TIIG Project / ADB		

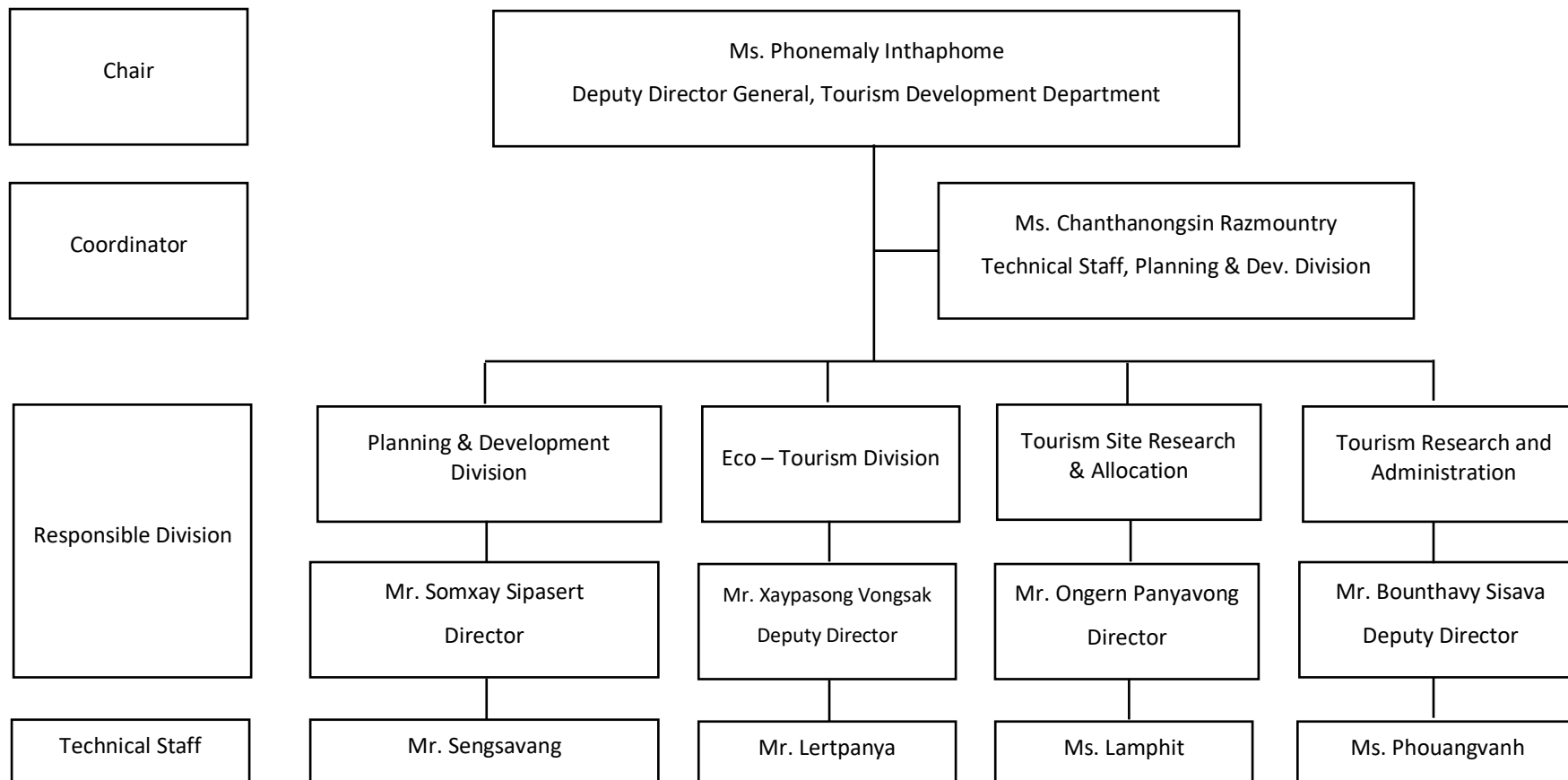
## Annex 2: Taskforce Structure

### Annex 2.1: Tourism Marketing Taskforce

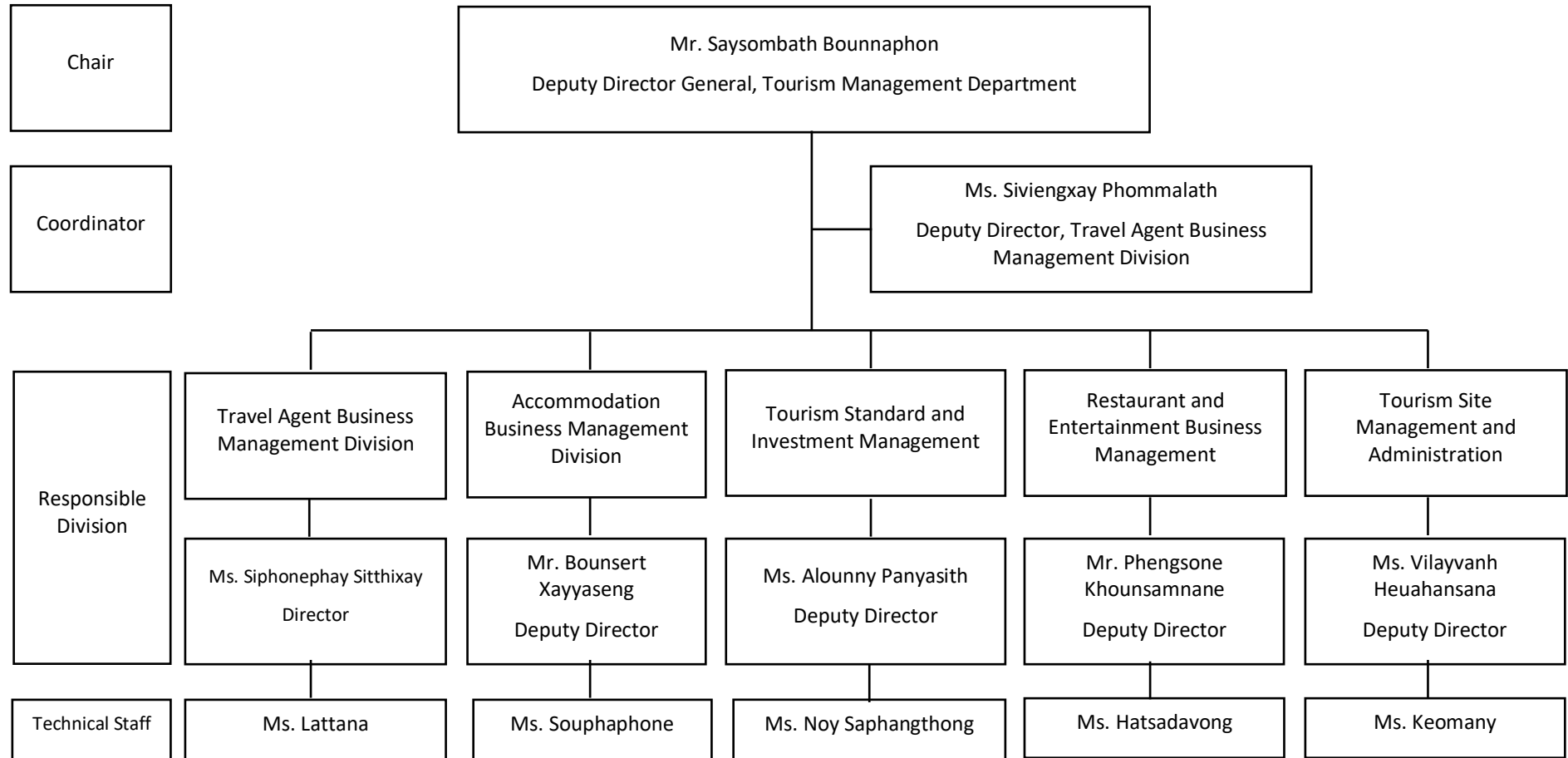




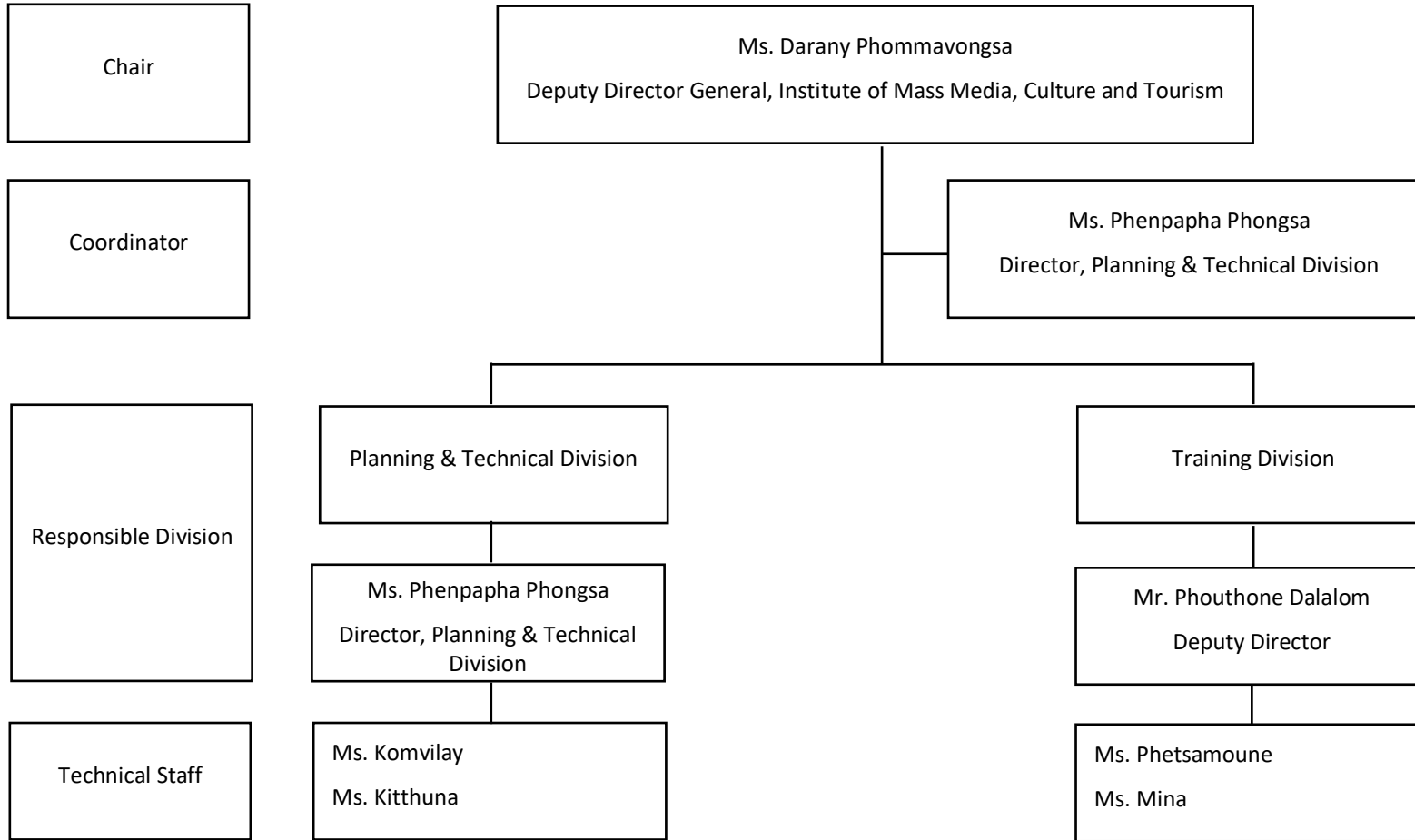
## Annex 2.2: Tourism Development Taskforce



### Annex 2.3: Tourism Management Taskforce



**Annex 2.4: Skills Development Taskforce**



## Annex 3: Action Plan 2020

### Annex 3.1: Tourism Development

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
I	Tourism Development		Tourism Development Department														
1	Planning																
1.1	Develop natural, cultural and historical heritage preservation and management plan	<ul style="list-style-type: none"> <li>- Identify data collection and planning areas based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>	Planning & Development Division														
1.2	Develop gender promotion plan for the Lao tourism sector	<ul style="list-style-type: none"> <li>- Identify data collection and planning areas based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>	Planning & Development Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.3	Develop ethnic minority group promotion plan for the Lao tourism sector	<ul style="list-style-type: none"> <li>- Identify data collection and planning areas based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>	Planning & Development Division													
1.4	Develop the Lao Ecotourism strategy	<ul style="list-style-type: none"> <li>- Identify data collection and planning areas based on the visitor flows</li> <li>- Apply visitor flow analysis approach into the planning process</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>	Eco – tourism Division													
1.5	Develop Master Plans for tourism development in potential tourism destinations	<ul style="list-style-type: none"> <li>- Identify data collection and planning areas based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>	Planning & Development Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.6	Improve the Lao tourism development strategy for 2021 – 2026 which is part of the overall plan of Information, Culture and Tourism	- Apply visitor flow analysis approach into the planning process - Provide recommendations for other taskforces on action plan implementation based on this plan	Planning & Development Division													
1.7	Improve the tourism planning and development manual	- Provide recommendations for other taskforces on action plan implementation based on this plan	Planning & Development Division													
1.8	Develop the sustainable tourism manual which includes responsible tourism	- Identify data collection and planning areas based on the visitor flows - Provide recommendations for other taskforces on action plan implementation based on this plan	Planning & Development Division													
2	Tourism Product Development															
2.1	Implement the ASEAN Community Based Tourism Standard along the visitor flows	- Identify implementation area or village based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity	Ecotourism Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2.2	Implement the Laos Community Based Tourism Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Identify implementation area or village based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Ecotourism Division													
2.3	Implement the ASEAN Homestay Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Identify implementation area or village based on the visitor flows</li> <li>- Provide recommendation for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>	Ecotourism Division													
2.4	Implement Laos Homestay Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Identify implementation area or village based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Ecotourism Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
2.5	Develop and promote One District One Product (ODOP) for tourism along the visitor flows	<ul style="list-style-type: none"> <li>- Identify products based on the visitor flows</li> <li>- Work with other relevant organizations, such as Product Promotion Department, MOIC</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Planning & Development Division														
2.6	Develop and promote local event & festival for tourism along the visitor flows	<ul style="list-style-type: none"> <li>- Identify products based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Planning & Development Division														
2.7	Improve museums along the visitors flow according to the needs of the target markets		Planning & Development Division														



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
2.8	Conduct research and develop new tourism routes that links with the visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism routes that could link with existing visitor flows in collaboration with travel agents, including Lane Xang Cultural Route, etc.</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Planning & Development Division														
2.9	Establish SMEs Matching Fund for business development in the tourism sector	<ul style="list-style-type: none"> <li>- Select business based on activities, such as CBT, homestays, handicraft producers, etc.</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Planning & Development Division														
2.10	Implement the Laos Tourism Attraction Standard	<ul style="list-style-type: none"> <li>- Identify tourism sites based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Planning & Development Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
2.11	Develop regional products and tourism routes in collaboration with countries in the region	<ul style="list-style-type: none"> <li>- Apply the visitor flow analysis approach</li> <li>- Identify regional visitor flow</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Planning & Development Division														
3	Tourism Site Research & Allocation																
3.1	Conduct tourism site research and allocation along the visitor flows	<ul style="list-style-type: none"> <li>- Identify research and allocation areas based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Tourism Site Research & Allocation Division														
3.2	Improve tourism site listing in Laos	<ul style="list-style-type: none"> <li>- Identify data collection areas bases on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Tourism Site Research & Allocation Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4	Environmental protection															
4.1	Implement the ASEAN Clean Tourist City Standard in Vientiane Capital, Luang Prabang City, Pakse City and Vang Vieng District	- Identify tourism city based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity	Planning & Development Division													
4.2	Implement the Laos Clean Tourist City Standard	- Identify tourism city based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity	Planning & Development Division													
4.3	Implement the ASEAN Sustainable Tourism Award	- Identify potential award recipients based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity	Planning & Development Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
4.4	Implement the responsible tourism activities, such as single use plastic reduction: drinking bottle, straw, plastic bag, etc.	<ul style="list-style-type: none"> <li>- Implement activity base on the visitor flows</li> <li>- Work with other organizations who have experience on the topic, such as GIZ, Swisscontact, public and private sectors.</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Planning & Development Division														
5	Safety & Security																
5.1	Develop the Safety & Security Plan for visitors in Laos	<ul style="list-style-type: none"> <li>- Identify data collection and planning areas based on the visitor flows</li> <li>- Work with other relevant organizations, such as Tourist Police Department, Ministry of Public Security</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>	Planning & Development Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
5.2	Develop rules and regulations for risky tourism activities	<ul style="list-style-type: none"> <li>- Identify data collection and planning areas based on the visitor flows</li> <li>- Work with other relevant organizations, such as Tourist Police Department, Ministry of Public Security</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>	Planning & Development Division														
5.3	Provide safety and security information for visitors along the visitor flows	<ul style="list-style-type: none"> <li>- Design contents and languages based on the visitor flows</li> <li>- Identify information distribution channels based on the visitor flows, including online channels (mobile applications, website, social medias) and offline channels (Warning and danger signs, brochures, etc.)</li> </ul>	Planning & Development Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
5.4	Strengthen capacity of the tourist safety and security agencies in Laos	- Identify activities based on the visitor flows - Work with other relevant organizations, such as Tourist Police Department, Ministry of Public Security	Planning & Development Division													
5.5	Develop the emergency notification system for visitors that is accessible anywhere and anytime	- Includes on the Laos tourism mobile application, such as tourist police hotline who can communicate in English, contacts of embassy	Planning & Development Division													
6	Infrastructure Development															
6.1	Implement the ASEAN Public Toilet Standard along the visitor flows	- Implement activities based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity	Tourism Site Research & Allocation Division													
6.2	Implement the Laos Public Toilet Standard along the visitor flows	- Implement activities based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity	Tourism Site Research & Allocation Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
6.3	Improve facilities in tourism sites for elderly and disable visitors along the visitor flows	<ul style="list-style-type: none"> <li>- Implement activities based on the visitor flows</li> <li>- Based on the guidelines for development of facilities for elderly and disable people</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Tourism Site Research & Allocation Division														
6.4	Develop directional signpost to tourism sites along the visitor flows	<ul style="list-style-type: none"> <li>- Implement activity based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Tourism Site Research & Allocation Division														
6.5	Develop and improve tourism information centers along the visitor flows	<ul style="list-style-type: none"> <li>- Implement activities based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Tourism Site Research & Allocation Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
7	Tourism Research and Statistic															
7.1	Improve the Laos tourism statistics collection system	<ul style="list-style-type: none"> <li>- Implement activities based on the visitor flows, such as categories statistic based on visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Tourism Research & Administration Division													
7.2	Conduct research on the visitor flows in Laos	<ul style="list-style-type: none"> <li>- Implement activity based on the visitor flows, such as sampling is done based on visitor flows to increase our understanding about their needs and satisfactions</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Tourism Research & Administration Division													
7.3	Improve the tourism development department database		Tourism Research & Administration Division													



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
8	Strengthen human resource capacity															
8.1	Organize training on proposal writing for government officials in the Tourism Development Department		Planning & Development Division													
8.2	Develop user manual for GPS and GIS program in tourism sites research and allocation activity		Tourism Site Research & Allocation Division													
8.3	Organize training on how to use manual for GPS and GIS program in tourism sites research and allocation for government officials in the Tourism Development Department		Tourism Site Research & Allocation Division													
8.4	Provide equipment for tourism site research and allocation (GPS, Drone, Computer for design work)		Tourism Site Research & Allocation Division													
8.5	Develop tourism statistics data collection manual		Tourism Site Research & Allocation Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
8.6	Organize training of trainers on tourism statistics for tourism officials at the central level		Tourism Research & Administration Division														
8.7	Organize training on tourism statistics data collection system for tourism officials at the local level		Tourism Research & Administration Division														
8.8	Provide equipment for tourism statistics system management for tourism officials at the central and local levels		Tourism Research & Administration Division														
8.9	Organize training on how to use office administration software for officials in the Tourism Development Department		Tourism Research & Administration Division														
8.1	Support government officials in studying master's degree in tourism related field																

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
9	Lao tourism development taskforce															
9.1	Establish the Lao tourism development taskforce that includes public and private sectors along the visitor flows	- Identify and select members based on the visitor flows, such as businesses along the visitor flows to ensure that there are members who can provide insights about the flows	Tourism Development Department													
9.2	Provide equipment for the Lao tourism development taskforce		Tourism Development Department													
9.3	Organize the Lao tourism development taskforce meetings which aims to review action plan implementation progress for planning	- Invite members or stakeholders who are involved in the action plan implementation to the meeting	Tourism Development Department													
9.4	Distribute action plan implementation progress reports and plan via online channel and social media: <a href="http://www.facebook.com/LaosDMN">www.facebook.com/LaosDMN</a>	- Write a short article and post pictures on social media	Tourism Development Department													

### Annex 3.2: Tourism Marketing

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
II	Tourism Marketing		Tourism Marketing Dept.													
1	Online Marketing															
1.1	Develop Laos Tourism Images & Text Library that can be accessed anywhere and anytime	<ul style="list-style-type: none"> <li>- Categorize image and text based on traveler typology and visitor flows</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>	Tourism Development Department													
1.2	Improve Laos tourism website in line with the Laos tourism branding strategy	<ul style="list-style-type: none"> <li>- Design website based on the Laos tourism branding strategy, categorize information based on traveler typology &amp; visitor flows</li> <li>- Make website as the center of communication where users or readers are transferred from the social media platforms</li> </ul>	Tourism Development Department													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.3	Develop the Lao tourism mobile application that aligns with the Laos tourism branding strategy	<ul style="list-style-type: none"> <li>- Design mobile apps based on the Laos tourism branding strategy, categorize information based on traveler typology &amp; visitor flows</li> <li>- Gather tourism products from tourism development taskforce</li> <li>- Include emergency notification function as well as how to response</li> </ul>	Tourism Development Department													
1.4	Improve tourism information on social media and other tourism websites based on the needs of the visitor flows	<ul style="list-style-type: none"> <li>- Ensure sufficient information are featured on TripAdvisor based on the visitor flows</li> <li>- Use Facebook, Instagram to stimulate interests and to attract people to the main website</li> <li>- Use social media based on the visitor flows, such as WeChat, Weibo, Youku Tudou that are popular among Chinese tourists</li> </ul>	Tourism Development Department													
1.5	Improve tourism information on Google Maps, such as tourism sites, homestays, locations, contacts, images, etc.	<ul style="list-style-type: none"> <li>- Improve tourism information on Google Maps based on the visitor flows</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>	Tourism Development Department													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2	Travel Trade Fair Participation and Roadshow															
2.1	Domestic Travel Trade Fairs	<ul style="list-style-type: none"> <li>- Prepare in advance, identify target markets based on the visitor flows</li> <li>- Promote before the trade fair opens, reduce printed material, focus on online promotion</li> <li>- Gather tourism products from tourism development taskforce</li> <li>- Design exhibition booth and printed materials based on the Laos tourism branding strategy and the visitor flows</li> </ul>	Tourism Activity Promotion Division													
2.2	Regional Travel Trade Fairs	<ul style="list-style-type: none"> <li>- Facilitate private sector in making appointment with potential buyers</li> <li>- Travel trade fairs that private sectors are not interested but it is important for diplomatic reason, it should not require huge budget</li> <li>- Monitor and assess performance and the results after participating at fairs</li> </ul>	Tourism Activity Promotion Division													
2.3	Organize road Show to visit travel agents in South Korea		Tourism Activity Promotion Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2.4	International Travel Trade Fairs	<ul style="list-style-type: none"> <li>- Prepare in advance, identify target markets based on the visitor flows</li> <li>- Promote before the trade fair open, reduce printed material, focus on online promotion</li> <li>- Gather tourism products from tourism development taskforce</li> <li>- Design exhibition booth and printed material based on the Laos tourism branding strategy and the visitor flows</li> <li>- Facilitate private sector in making appointment with potential buyers</li> <li>- Travel trade fairs that private sectors are not interested but it is important for diplomatic reason, it should not require huge budget</li> <li>- Focus on building buyers and sellers' network rather than providing tourism information since people can find it online</li> <li>- Monitor and assess the performance and end results after the fair participation</li> </ul>	Tourism Activity Promotion Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
3	Media & PR															
3.1	Organize FAM Trip for travel agents along the visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism route for FAM Trip arrangement and invite business in Laos and abroad based on the visitor flows</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>	PR Division													
3.2	Develop interpretation boards at tourism sites along the visitor flows	<ul style="list-style-type: none"> <li>- Design the interpretation board based on the Heritage Interpretation Strategy and the visitor flows</li> <li>- Identify interpretation board installation location based on the visitor flows</li> </ul>	PR Division													
3.3	Develop the Laos tourism promotional video based on the visitor flows	<ul style="list-style-type: none"> <li>- Design the video contents based on the visitor flows and the Laos tourism branding strategy</li> </ul>	PR Division													



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
3.4	Work with social media influencers to promote Lao tourism based on the visitor flows	<ul style="list-style-type: none"> <li>- Select the social media influencer base on the visitor flows</li> <li>- Design the content based on the visitor flows and Laos tourism branding strategy</li> <li>- Use the contents for other online marketing</li> </ul>	PR Division													
3.5	Establish slush fund for international media and blogger	<ul style="list-style-type: none"> <li>- Use this fund in case they are already in the region and willing to come to Laos</li> <li>- Provide funding opportunity on the Laos tourism website</li> </ul>	PR Division													
3.6	Improve information dissemination channel and privilege of movie shooting for tourism promotion	<ul style="list-style-type: none"> <li>- Work with the Department of Cinema, MICT to identify and develop online information dissemination channels, such as building a specific website or providing information on Laos tourism website</li> <li>- Research and identify incentives to film makers to shoot in Laos, such as tax reduction, one stop service, coordination with local authorities, etc.</li> </ul>	PR Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4	Tourism Information Service															
4.1	Conduct visitor satisfaction survey on Lao tourist information centers	- Identify target interview sample based on the visitor flows	Tourism Information Service Division													
4.2	Improve Lao tourist information centers based on the visitor satisfaction survey and the Laos tourism branding strategy	- Improve the information center base on the visitor satisfaction survey - Design the information center based on the Laos tourism branding strategy and the visitor flows	Tourism Information Service Division													
5	Event															
5.1	Support private sector in arranging Trail Run Sport events for tourism promotion	- Let the private sector take ownership, such as Green Discovery, public sector to provide technical and financial support - Design the events based on the visitor flows and the Laos tourism branding strategy	Tourism Activity Promotion Division													
5.2	Support private sector in arranging golf tournaments for tourism promotion	- Let the private sector take ownership, such as golf course. Public to provide technical and financial support - Design the events based on the visitor flows and the Laos tourism branding strategy	Tourism Activity Promotion Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
5.3	Support private sector in arranging Lao New Year Festival for tourism promotion	- Gather tourism product as events from tourism development taskforce - Design the events based on the visitor flows	Tourism Activity Promotion Division														
5.4	Support private sector in arranging Vientiane Boat Racing Festival for tourism promotion		Tourism Activity Promotion Division														
5.5	Support private sector in arranging That Luang Festival for tourism promotion		Tourism Activity Promotion Division														
5.6	Support private sector in arranging Vat Phu Festival for tourism promotion		Tourism Activity Promotion Division														
5.7	Support private sector in arranging Lao Handicraft Festival for tourism promotion		Tourism Activity Promotion Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
6	Printing material															
6.1	Develop Lao tourism brochures base on the visitor flows	<ul style="list-style-type: none"> <li>- Reduce production of printed materials since people can access online information</li> <li>- Design the brochures based on the visitor flows and the Laos tourism branding strategy</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>	PR Division													
6.2	Develop Lao tourism maps based on the visitor flows	<ul style="list-style-type: none"> <li>- Reduce printing volume since people can access Google Maps online</li> <li>- Design the maps based on the visitor flows and Laos tourism branding strategy</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>	PR Division													
7	Destination Branding															
7.1	Develop the Laos Simply Beautiful Branding Guideline for public and private sector based on the Laos tourism branding strategy	<ul style="list-style-type: none"> <li>- Improve the Laos Simply Beautiful Brand Book based on the Laos tourism branding strategy and develop in Lao language</li> </ul>	PR Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
7.2	Disseminate the Laos Simply Beautiful Branding Guideline as well as logo and promotional materials templates	<ul style="list-style-type: none"> <li>- Include in the Laos tourism image and text library and Laos tourism destination online database</li> <li>- Tourism stakeholders can download different size of images based on their purpose</li> </ul>	PR Division													
8	Planning															
8.1	Organize dissemination workshops on Laos tourism marketing strategy at the provincial level	<ul style="list-style-type: none"> <li>- Organize dissemination workshops for stakeholders in the tourism sector in the north, central and south of Laos</li> <li>- Provide recommendations on development of tourism marketing program based on the Laos tourism marketing strategy</li> </ul>	PR Division													
8.2	Develop heritage interpretation strategy based on the visitor flows	<ul style="list-style-type: none"> <li>- Identify data collection and planning areas based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>	PR Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
9	Crisis Communication															
9.1	Organize dissemination workshop on Crisis communication for tourism stakeholders	- Transfer from the ASEAN Tourism Crisis Communications Manual - Organize dissemination workshop in Vientiane Capital and provinces based on the visitor flows	PR Division													
9.2	Develop crisis communication plan for visitors in Laos	- Identify data collection and planning areas based on the visitor flows - Provide recommendations for other taskforces on action plan implementation based on this plan	PR Division													
9.3	Implement the crisis communication plan	- Include the notification function in case there is crisis as well as how to response on Laos tourism mobile application	PR Division													
10	Market Research															
10.1	Conduct research on behaviors and demands of the visitor flows	- Identify target interview based on the visitor flows - Provide recommendations for other taskforces on action plan implementation based on the research findings	Tourism Marketing Research													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
10.2	Conduct assessment on Laos tourism marketing activity	- Identify target interview based on the visitor flows - Provide recommendations for other taskforces on action plan implementation based on the research findings	Tourism Marketing Research														
11	Strengthen human resource capacity																
11.1	Organize training on Laos tourism image and text library for tourism officials at the central and provincial levels		PR Division														
11.2	Organize training on Laos tourism website management for officials in the Tourism Marketing Department		PR Division														
11.3	Organize training on Laos tourism mobile application for officials in the Tourism Marketing Department		PR Division														
11.4	Organize training on social media for tourism promotion for officials in the Tourism Marketing Department		PR Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
11.5	Organize training on news and article writing for officials in the Tourism Marketing Department		PR Division													
11.6	Organize training on travel trade fair participation and roadshow preparation for officials in the Tourism Marketing Department		Tourism Activity Promotion Division													
11.7	Organize training on tourist information service for officials in the Tourism Marketing Department		Tourism Information Service Division													
11.8	Organize training how to use the Laos tourism branding for officials in the Tourism Marketing Department and other relevant stakeholders		PR Division													
11.9	Organize training on the use of printed material design software for officials in Tourism Marketing Department		PR Division													
11.10	Develop marketing research manual based on the visitor flows		Tourism Marketing Research													



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
11.11	Organize training on market research based on visitor flows for officials in Tourism Marketing Department and the provincial DICTs		Tourism Marketing Research													
11.12	Support government officials in studying master's degree in tourism related field															
12	Laos tourism marketing taskforce															
12.1	Establish the Lao tourism marketing taskforce that includes public and private sector along the visitor flows	- Identify and select members based on the visitor flows, such as businesses along the visitor flows to ensure there are members who can provide insights about the flows	Tourism Marketing Department													
12.2	Provide equipment for the Lao tourism marketing taskforce		Tourism Marketing Department													
12.3	Organize the Lao tourism marketing taskforce meetings, which aims to review action plan implementation progress and planning	- Invite members or stakeholders who are involved in action plan implementation to the meeting	Tourism Marketing Department													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
12.4	Distribute action plan implementation progress reports and plans via online channel and social media: www.facebook.com/LaosDMN	- Write a short article and post pictures on social media	Tourism Marketing Department														

### Annex 3.3: Tourism Management

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
III	Tourism Management		Tourism Management Department													
1	Travel Agent Management															
1.1	Strengthen capacity of the Lao Association of Travel Agents (LATA)	<ul style="list-style-type: none"> <li>- Enhance the roles of the association in destination management</li> <li>- Provide incentives to the association members to be actively involved in the action plan implementation and other benefits</li> <li>- Organize training and exposure trip related to association management and administration for the management board and members</li> <li>- Provide equipment for the association office</li> <li>- Support the association to take ownership in activity implementation, such as arranging FAM Trips</li> </ul>	Travel Agent Business Management Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
1.2	Strengthen capacity of the Lao Tour Guide Association	<ul style="list-style-type: none"> <li>- Enhance the roles of the association in destination management</li> <li>- Provide incentives the association members to be actively involved in the action plan implementation and other benefits</li> <li>- Organize training and exposure trip related to association management and administration for the management board and members</li> <li>- Provide equipment for the association office</li> <li>- Support the association to take ownership in activity implementation, such as coordinating with members to participate in tour guides training</li> </ul>	Travel Agent Business Management Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.3	Improve transportation service for visitor based on the visitor flows		Travel Agent Business Management Division													
1.4	Implement tourism price control measures based on the visitor flows	<ul style="list-style-type: none"> <li>- Collect data based on the visitor flows</li> <li>- Organize consultation workshop among public and private stakeholders</li> <li>- Develop criteria for price control</li> </ul>	Travel Agent Business Management Division													
1.5	Implement Zero – Dollar Tourism Measure based on the visitor flows	<ul style="list-style-type: none"> <li>- Collect data based on the visitor flows</li> </ul>	Travel Agent Business Management Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2	Accommodation Business Management															
2.1	Implement the Accommodation Standard Classification along the visitor flows		Accommodation Business Management Division													
2.2	Strengthen capacity of the Lao Hotels & Restaurants Association	<ul style="list-style-type: none"> <li>- Enhance role of the association in destination management</li> <li>- Provide incentives to the association members to be actively involved in the action plan implementation and other benefits</li> <li>- Organize training and exposure trip related to association management and administration for the management board and members</li> <li>- Provide equipment for the association office</li> <li>- Support the association to take ownership in activity implementation, such as coordinating with members to participate in hospitality skills training</li> </ul>	Accommodation Business Management Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
2.3	Support small and medium size enterprise in tourism sector in accessing the online booking platform	<ul style="list-style-type: none"> <li>- Identify tourism businesses base on the visitor flows</li> <li>- Apply online booking system, such as Agoda, Booking.com, etc.</li> <li>- Provide recommendation for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>	Accommodation Business Management Division														
3	Tourism Standard and Investment Management																
3.1	Implement the ASEAN Green Hotel Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide incentives for LHRA members</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Tourism Standard and Investment Management Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
3.2	Implement the ASEAN Spa Service Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide incentives for LHRA members</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Tourism Standard and Investment Management Division													
3.3	Promote domestic and foreign investment in the tourism sector	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Tourism Standard and Investment Management Division													
3.4	Improve the Laos tourism management database	<ul style="list-style-type: none"> <li>- Gather information and activity of every division within the department for the database</li> <li>- Ensure the tourism stakeholders can access the database anywhere and anytime</li> </ul>	Tourism Standard and Investment Management Division													



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4	Restaurant & Entertainment Business Management															
4.1	Implement the Laos Restaurant Safety & Cleanliness Standard	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Work with relevant organizations, such as MOIC</li> <li>- Strengthen capacity of the central and provincial committees that are the assessors of the restaurant safety &amp; cleanliness standard</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Restaurant and Entertainment Business Management Division													
4.3	Implement the human trafficking, woman and child violence prevention activities for restaurant and entertainment businesses	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide recommendation for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Restaurant and Entertainment Business Management Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
4.4	Implement the Entertainment Business Standard	- Expand from the Decree on entertainment - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity	Restaurant and Entertainment Business Management Division														
5	Tourism Site Management																
5.1	Develop decree on the Laos tourism site management		Tourism Site Management & Administration Division														
5.2	Implement the Laos tourism site standard in collaboration with the Tourism Development Department	- Tourism Development Department leads; provide support and participate	Tourism Site Management & Administration Division														
5.3	Organize first aid and safety training for tourism businesses along the visitor flows	- Based on the assessment findings	Tourism Site Management & Administration Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
6	Rule & Regulation															
6.1	Develop the Laos tourism management strategy	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>	Travel Agent Business Management Division													
6.2	Develop and improve travel agent business management rules and regulations	<ul style="list-style-type: none"> <li>- Consider eliminating the outdated telex and letters of request process</li> <li>- Allow travel agents to inform itineraries and make payments online to the relevant government agencies</li> </ul>	Travel Agent Business Management Division													
6.3	Develop agreement on the Car and motorbike caravan tourism	<ul style="list-style-type: none"> <li>- Simplify the document approval process for private sector</li> <li>- Study the document approval process of neighboring countries</li> </ul>	Travel Agent Business Management Division													
6.4	Develop agreement on the organization of sporting events for tourism promotion, such as Marathon and cycling events	<ul style="list-style-type: none"> <li>- Simplify the document approval process for private sector</li> <li>- Study the document approval process of neighboring countries</li> </ul>	Travel Agent Business Management Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
6.5	Develop agreement on adventure tourism		Travel Agent Business Management Division													
6.6	Improve agreement on tour guides		Travel Agent Business Management Division													
6.7	Improve agreement on travel agent businesses operation		Travel Agent Business Management Division													
6.8	Improve agreement no. 159 on accommodation businesses management	- Improve the business operation permit approval process, building design should align with the ASEAN and Laos accommodation standards	Accommodation Business Management Division													
6.9	Improve agreement no. 060 on accommodation standard classification	- Identify minimum price for accommodation in different categories in order to avoid price dumping competition	Accommodation Business Management Division													
6.10	Improve agreement no. 059/LNTA on restaurant and entertainment businesses management		Restaurant and Entertainment Business Management Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
6.11	Develop agreement on tourism development in forest conservation areas	- Identify tourism development/concession fees in forest preservation areas - Work with the Tourism Development Department, MICT, Ministry of Environment and Natural Resource, Ministry of Planning and Investment, etc.	Tourism Site Management & Administration Division														
6.12	Translate and publish tourism law in English		Tourism Standard and Investment Management Division														
7	Strengthen human resources capacity																
7.1	Organize trainings on travel agent businesses and tour guides management for officials in the Tourism Management Department and the provincial DICTs		Travel Agent Business Management Division														
7.2	Organize trainings on accommodation businesses management for officials in Tourism Management Department and the provincial DICTs		Accommodation Business Management Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
7.3	Organize trainings on investment promotion in the tourism sector for officials in the Tourism Management Department and the provincial DICTs		Tourism Standard and Investment Management Division													
7.4	Organize trainings on restaurant and entertainment businesses management for officials in Tourism Management Department and the provincial DICTs		Restaurant and Entertainment Business Management Division													
7.5	Organize trainings on tourism site management for officials in Tourism Management Department and the provincial DICTs		Tourism Site Management & Administration Division													
7.6	Support government officials in studying master's degree in the tourism related field															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
8	Laos tourism management taskforce															
8.1	Establish the Lao tourism management taskforce that includes public and private sectors along the visitor flows	- Identify and select members based on the visitor flows, such as businesses along the visitor flows to ensure there are members who can provide insights about the flows	Tourism Management Department													
8.2	Provide equipment for the Lao tourism management taskforce		Tourism Management Department													
8.3	Organize the Lao tourism management taskforce meeting which aims to review the action plan implementation progress for planning	- Invite members or stakeholders who are involved in the action plan implementation to the meeting	Tourism Management Department													
8.4	Distribute the action plan implementation progress report and future plans via online channel and social media: www.facebook.com/LaosDMN	- Write a short article and post pictures on social media	Tourism Management Department													

### Annex 3.4: Skills Development

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
IV	Skills Development		IMCT														
1	Hospitality Skills Training																
1.1	Organize trainings on hospitality skills for hotels, guesthouses and restaurants along the visitor flows	<ul style="list-style-type: none"> <li>- Organize trainings for businesses bases on the visitor flows</li> <li>- Provide incentives for LHRA members</li> <li>- Lead by IMCT trainers in collaboration with the provincial DICT trainers and LHRA trainers</li> </ul>	Planning and Technical Division														
1.2	Organize training on customer care and service quality improvement for hotels, guesthouses and restaurants management along the visitor flows		Planning and Technical Division														
1.3	Organize trainings on hospitality skills for Chinese targeted hotels, guesthouses and restaurants along the visitor flows		Training Division														



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.4	Organize trainings on SOP (Standard Operating Procedure) for small and medium size hotels, guesthouses and restaurants along the visitor flows		Planning and Technical Division													
1.5	Organize trainings on safety and cleanliness for restaurants along the visitor flows		Planning and Technical Division													
1.6	Organize trainings on hospitality skills for homestays along the visitor flows		Training Division													
1.7	Organize trainings on leadership skills for homestays along the visitor flows		Training Division													
1.8	Organize trainings on tourism marketing for small and medium size businesses along the visitor flows		Planning and Technical Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.9	Organize trainings on IT for tourism businesses along the visitor flows		Planning and Technical Division													
2	Tour guides training															
2.1	Organize national tour guides training based on the needs of the visitor flows	- Work with the provincial tour guides groups, Laos Tour Guides Association and LATA in reaching their members - Gather tourism products from tourism development taskforce	Training Division													
2.2	Organize seminar for existing national tour guides who are willing to extend their license along the visitor flows	- Focus on tour guides along the visitor flows	Training Division													
2.3	Organize tour guide competition annual event base on the visitor flows		Training Division													
2.4	Organize training for heritage guides along the visitor flows	- Focus on tour guides along the visitor flows	Training Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
2.5	Organize seminar for heritage guides who are willing to extend the license		Training Division														
3	Training curriculum and manual improvement																
3.1	Develop training manual on tourism marketing for Chinese market	<ul style="list-style-type: none"> <li>- Gather findings on visitor flow analysis from Tourism Development Department</li> <li>- Work with relevant organizations who have worked on curriculum development, such as Project LAO/029, VELA, MOES, MLSW in order to avoid reinventing the wheel</li> </ul>	Planning and Technical Division														
3.2	Develop training manual for human resources management in the tourism sector for small and medium size enterprises		Planning and Technical Division														
3.3	Develop training manual on English language for tourism and hospitality		Planning and Technical Division														
3.4	Develop training curriculum in English for basic hospitality		Planning and Technical Division														
3.5	Develop video for SOP training for hotels and restaurants		Planning and Technical Division														
3.6	Develop training curriculum and manual for adventure guides		Training Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
3.7	Develop manual for local products for tour guides		Training Division														
3.8	Develop training curriculum for tourism site interpretation		Training Division														
3.9	Development of the national tour guide training curriculum in Chinese		Training Division														
3.10	Improve training manual for heritage guides training		Training Division														
4	Training of trainer																
4.1	Organize training of trainers	- Focus on human resource along the visitor flows - Work with the private sector, such as hotels and restaurants association, travel agent association, tour guide association in building up trainer pool from public and private sectors	Training Division														
4.2	Organize training of trainers for customer care and service quality improvement for the provincial DICTs		Planning and Technical Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4.3	Organize training of trainers on hotel SOP		Planning and Technical Division													
4.4	Organize training of trainers for national tour guide trainers		Training Division													
5	Research															
5.1	Conduct training needs assessment for travel agents on tour guides service quality improvement	<ul style="list-style-type: none"> <li>- Collect data base on the visitor flows</li> <li>- Collect number of tour guides categorized by languages, including French, German, Italian, Spanish, Chinese, etc. Compare the demand from travel agents and identify solutions to ensure sufficient supply of these tour guides</li> <li>- Compare the travel agents demand with review from the visitors</li> </ul>	Training Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
5.2	Conduct training needs assessment for hotels, guesthouses, restaurants on service quality improvement	<ul style="list-style-type: none"> <li>- Collect data of businesses based on the visitor flows</li> <li>- Work with TVET department, MOES, MLSW</li> <li>- Compare the needs of private sector and visitor reviews</li> </ul>	Planning and Technical Division														
5.3	Conduct assessment on existing tour guides who have participated in the trainings		Training Division														
5.4	Conduct assessment on existing staff in hotels, guesthouses and restaurants who have participated the trainings		Planning and Technical Division														
5.5	Conduct assessment on safety and cleanliness standard		Planning and Technical Division														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
6	Strengthen capacity of public and private education institutes in the tourism sector															
6.1	Build capacity of teachers in the tourism sector through trainings and exposure trips in Laos and abroad	- Sign MOU between the project and education institutes, such as Social – Science Faculty and Forestry Faculty, NUOL - Work with the relevant organizations who have worked on curriculum development, such as Project LAO/029, VELA, MOES, MLSW in order to avoid reinventing the wheel	IMCT													
6.2	Improve demonstration facilities of the institutes		IMCT													
6.3	Provide necessary training equipment for teachers	- Apart from the hard components, provide relevant documents, such as the ASEAN and Laos standards	IMCT													
6.4	Improve curriculum for bachelor's degree	- Improve bachelor's degree of Social Science Faculty - Develop continuous course for Ecotourism field	IMCT													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
6.5	Organize exposure trip for teachers on human resources skills development in Laos and aboard		IMCT													
6.6	Invite entrepreneurs in the tourism sector as guest speakers to share knowledge and experiences with teachers and students		IMCT													
6.7	Support student internship in public and private companies in the tourism sector	- Work with hotels and restaurants association and travel agent association to coordinate with the private sector	IMCT													
7	Implement MICE Standard and ASEAN Tourism Professional															
7.1	Implement the ASEAN MICE Standard	- Identify tourism business based on the visitor flows - Provide recommendation for other taskforces on action plan implementation to ensure linkages with this activity	Training Division													



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
7.2	Implement the Laos MICE Standard	- Identify tourism business based on the visitor flows - Provide recommendation for other taskforces on action plan implementation to ensure linkages with this activity	Training Division													
7.3	Translate the ASEAN MICE Standard – Exhibition Category		Training Division													
7.4	Organize training of trainers and the ASEAN tourism professional national assessors		Training Division													
7.5	Organize the dissemination workshop on ASEAN tourism professional		Training Division													
7.6	Strengthen capacity of the ASEAN and national tourism professional committee		Training Division													
7.7	Develop the ASEAN tourism professional monitoring, certification and management system in Laos		Training Division													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
8	Strengthen human resource capacity															
8.1	Support government officials in studying master's degree in tourism field															
9	Planning															
9.1	Develop Laos human resources skills development strategy															
10	Skills development taskforce															
10.1	Establish the Skills development taskforce that includes public and private sector along the visitor flows	- Identify and select members based on the visitor flows, such as businesses along the visitor flows to ensure there are members who can provide insights about the flows	IMCT													
10.2	Provide equipment for the Skills development taskforce		IMCT													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
10.3	Organize the Skills development taskforce meeting which aims to review action plan implementation progress for future planning	- Invite members or stakeholders who are involved in the action plan implementation to the meeting	IMCT													
10.4	Distribute action plan implementation progress reports via online channel and social media: <a href="http://www.facebook.com/LaosDMN">www.facebook.com/LaosDMN</a>	- Write a short article and post pictures on social media	IMCT													

### Annex 3.5: Destination Management

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
V	Destination Management		DMN Secretariat													
1	Destination Management Network															
1.1	Establish the Laos Destination Management Network – DMN that includes public and private sectors based on the visitor flow	<ul style="list-style-type: none"> <li>- Identify DMN members based on taskforce members</li> <li>- Keep it flexible, no need to apply to be a member at the beginning, select from people who are active and interested in tourism development</li> <li>- In the long-term, develop membership system, provide member incentives for both public and private sectors of the network</li> </ul>	DMN Secretariat													
1.2	Provide necessary equipment for the DMN		DMN Secretariat													
1.3	Organize trainings on destination management for DMN members		DMN Secretariat													
1.4	Organize training on workshop preparation and facilitation skills for taskforce coordinators and DMN secretariat															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.5	Organize exposure trips on destination management in Laos and in the region	- Identify potential destination that can be a model on public and private sector collaboration - If possible, select destination that apply visitor flow analysis approach and have existing network among public and private sectors	DMN Secretariat													
1.6	Organize DMN meeting to review action plan implementation progress and future planning	- Members of the provincial and district DMN will be invited to the planning meeting along with members at the national level in order to establish linkages among different layer DMNs.	DMN Secretariat													
1.7	Distribute action plan implementation progress reports and future plans via online channel and social media: <a href="http://www.facebook.com/LaosDMN">www.facebook.com/LaosDMN</a>		DMN Secretariat													
1.8	Develop and distribute weekly and monthly Newsletters on destination management to the tourism stakeholders		DMN Secretariat													

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2	Laos Destination Management Online Database															
2.1	Develop the Laos Destination Management Online Database for public and private stakeholders in the tourism sector	<ul style="list-style-type: none"> <li>- Visitor flows information are to be kept online. It should be treated as a core information for tourism planning and development. The databased is adjustable based on the level of understanding about the flow or the behavior changes of the visitors</li> <li>- Stakeholders can see which activities are being implemented as well as the implementation progress</li> <li>- Include the ASEAN and Laos tourism standards</li> <li>- Tourism statistics and tourist satisfaction surveys</li> <li>- Marketing research</li> <li>- Problems or reviews from visitors on social medias</li> <li>- The database will be a basis for the Laos Tourism Online Database in the future</li> </ul>	DMN Secretariat													
3	Monitoring and Evaluation															
3.1	Implement the destination management monitoring and evaluation activities		DMN Secretariat													



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