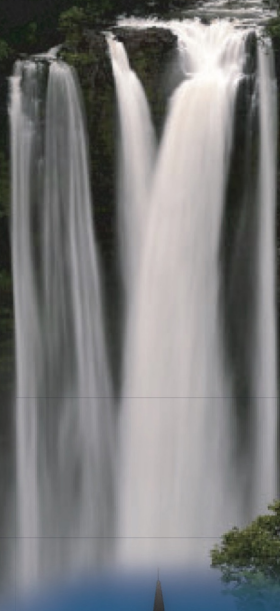


Southern Laos  
Tourism Destination  
Management Plan

**2020 - 2025**



**LAOS**  
*Simply Beautiful*

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## Acknowledgement

It has been a challenging time for the Southern Laos 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 11% 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 Southern Laos 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 Southern Laos a preferable tourism destination. This plan was developed based 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 director and deputy director of the Provincial Department of Information, Culture and Tourism in Southern Laos, section head and deputy head and technical staff 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 the tourism sector for sharing their inputs and practical experiences in series of consultation workshops. This plan will contribute to the Southern Laos tourism development as well as the social and economic development of the provinces and Lao PDR.

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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.

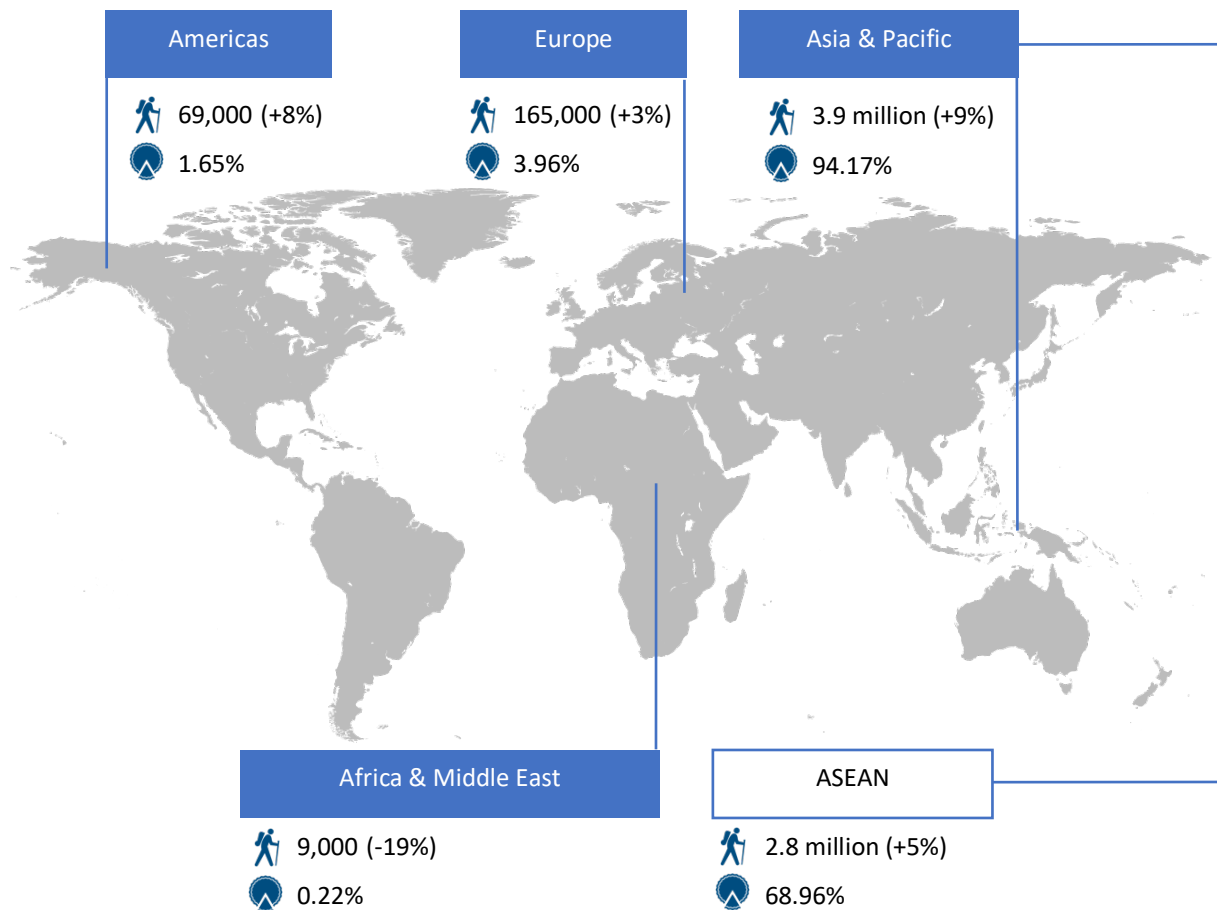
However, the private sector participation was only slightly improved as the DMN structure was mostly dominated by the public sector.

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

## 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.

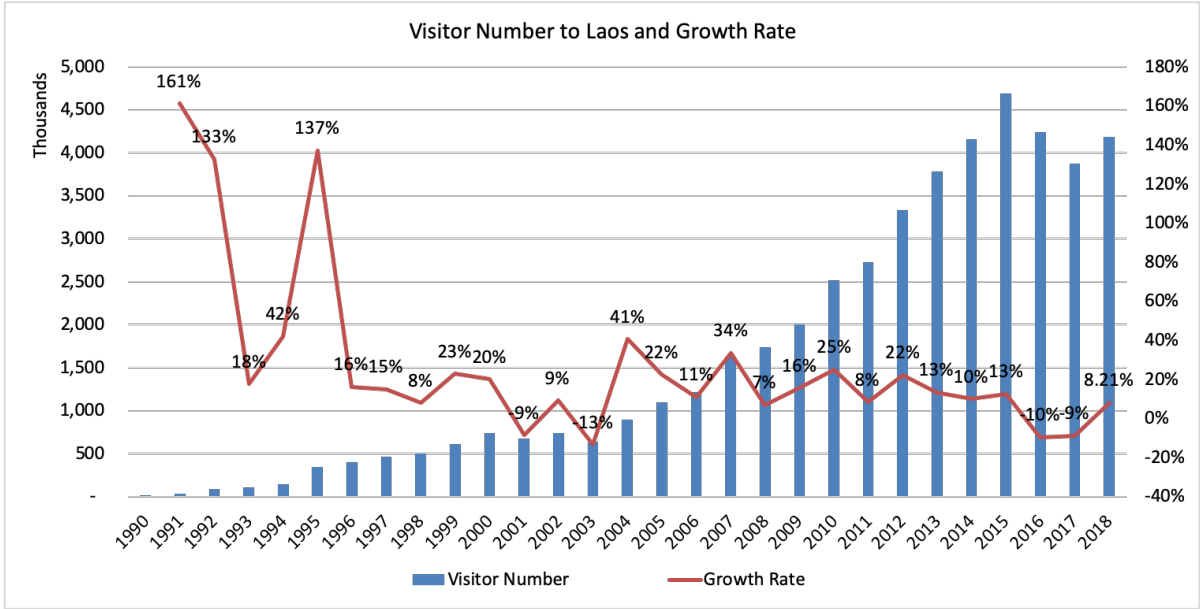
Diagram 2.1: Number of Visitor to Laos by Region



<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

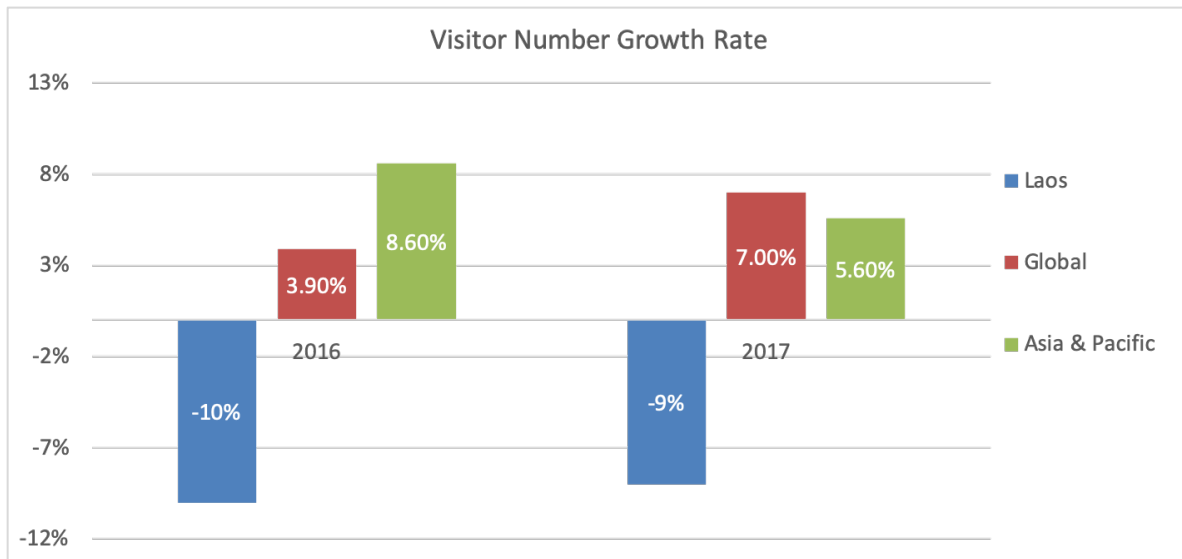


On the other hand, there had been an increasing trend in global and regional tourism visitation, which saw worldwide international arrivals of 1,235 million in 2016, and increase of 3.9% compared to the previous year<sup>4</sup>. The Asia and Pacific visitors increased by 8.6%. In 2017, international 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



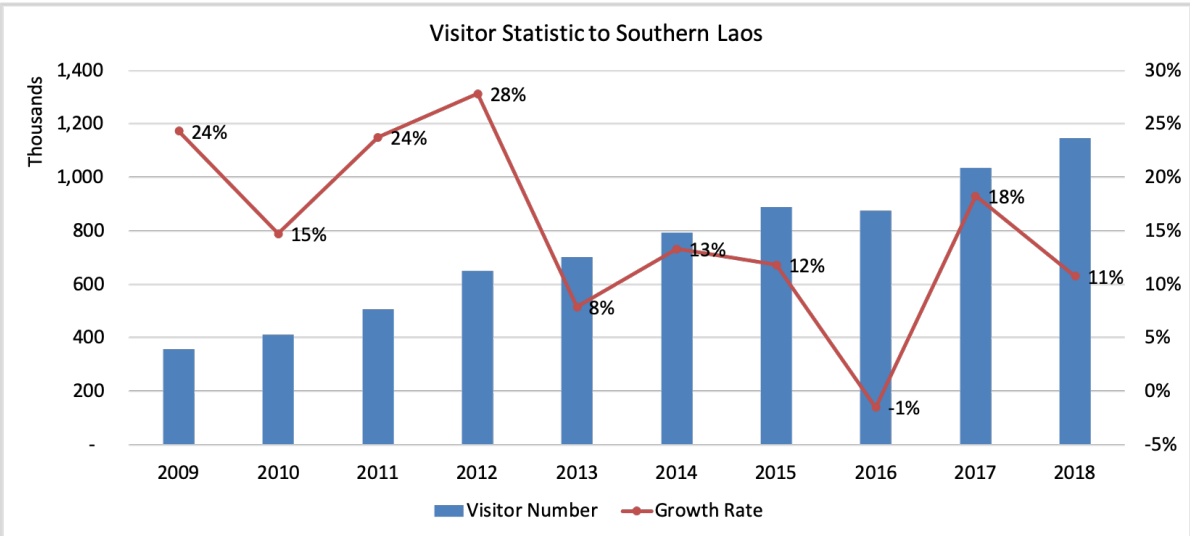
According to the above tourism statistics, it can be concluded that the decline in visitor numbers to Laos in the last couple of years was not only a result of the external factors, which saw less people travelling, however internal factors also play a major role.

There were 1,146,157 people visited Southern Laos in 2018, grew 11% compared to the previous year<sup>6</sup>. The visitor numbers to Southern Laos had been increasing, but the growth was small and unstable. The growth rate decreased in 2016 which was similar situation to the overall Laos tourism sector (Diagram 2.4).

<sup>6</sup> 2018 Statistical Report on Tourism in Laos, Page 22, Tourism Development Department, MICT, 2019



Diagram 2.4: Foreign Visitor Statistic to Southern Laos



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>7</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>7</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 and foods they eat and so on. In addition, the flows should be significant in number, repetitiveness, foreseeable and localizable<sup>8</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>8</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 to time to engage in an experiential activity since they are older and travel in a big group. They need good infrastructure to access to and 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?	There were 16,582 European people visited Southern Laos in 2018. They entered via Champasak province (Airport, Chong Mek and Nong Nok Khian immigration borders), Attapeu immigration (Phoukeua) and Salavanh immigration (Lalai). It does not include those come from other provinces in Laos.
Average Spending / Person / Day	123 USD / Person / Day
Average Length of Stay	3 – 6 days
System Heads <sup>9</sup>	Travel agents in Europe and Laos, such as Exo Travel, Diethelm Travel, Asian Trails, Khiri Travel, Arasa Travel, etc.
Market Mavens <sup>10</sup>	Friends and families

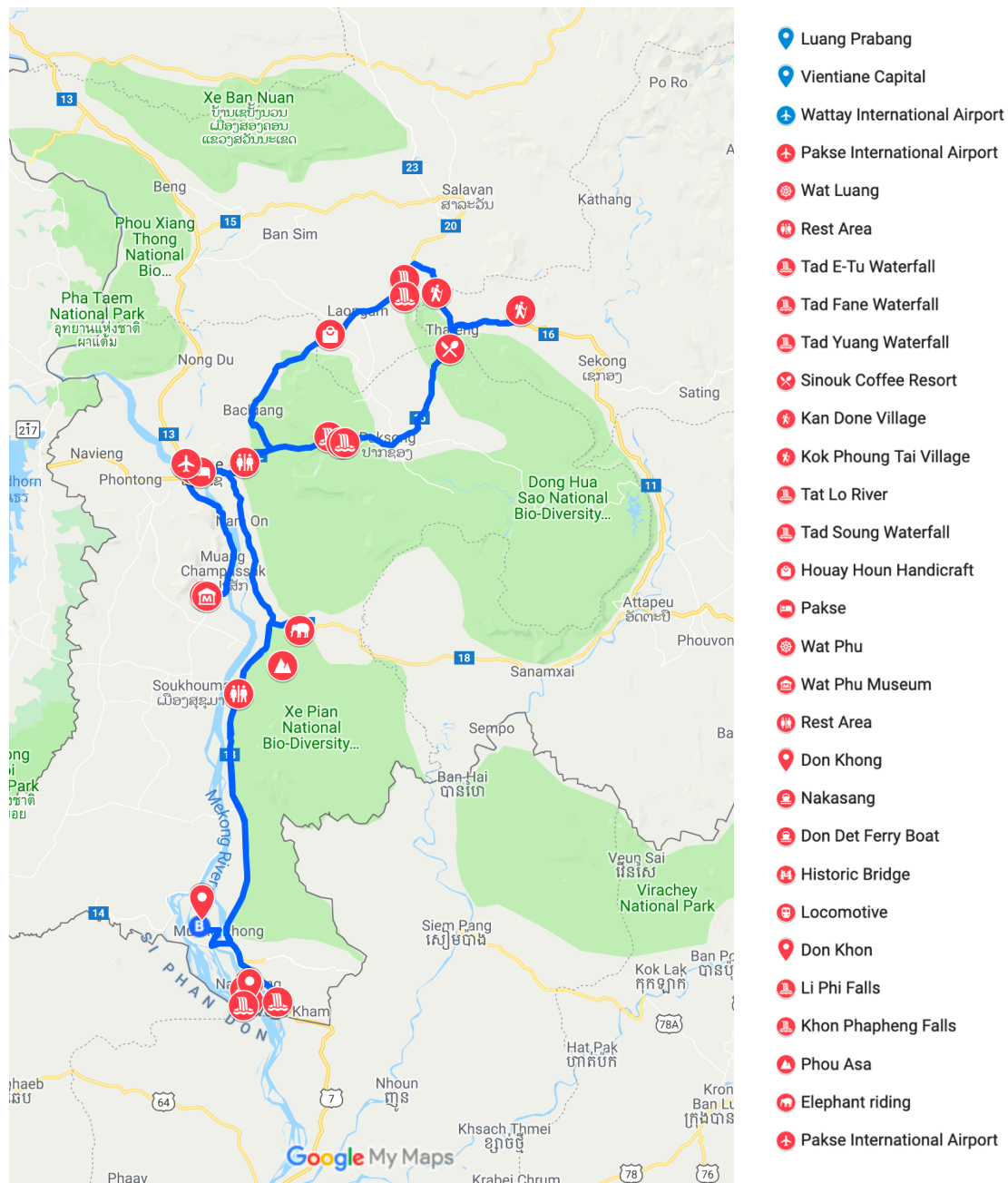
<sup>9</sup> Travel agent and attraction organization that keep the supply network together. They are interest in the continuation of the flow. Reference: The St. Gallen Model for Destination Management, page 56.

<sup>10</sup> Influence, “own” the travelers. Control decision – making processes and are opinion leaders

SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Southern Laos has the cultural heritage, authentic and diverse natural attractions</li> <li>– There is Vat Phou Temple World Heritage Site</li> <li>– Safe and peaceful</li> <li>– Share border with neighboring countries, such as Thailand, Cambodia and Vietnam</li> <li>– There is Pakse international airport</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited quality of staff service in hotels, guesthouses, restaurants and spa services</li> <li>– Limited number of tour guides, particularly French, Spanish, German and Italian speaking guides.</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>– This visitor flow has high purchasing power and travel responsively, they create a high impact to social and economic</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Global economic is still challenge, people may travel less</li> <li>– High competition in the region</li> <li>– People tend to travel independently since they have access to the technology and tourism information. It results in decrease of customer for travel agents</li> </ul>



Map 3.1: International Large Group Flow



Online map: <http://bit.ly/2oM5bJO>

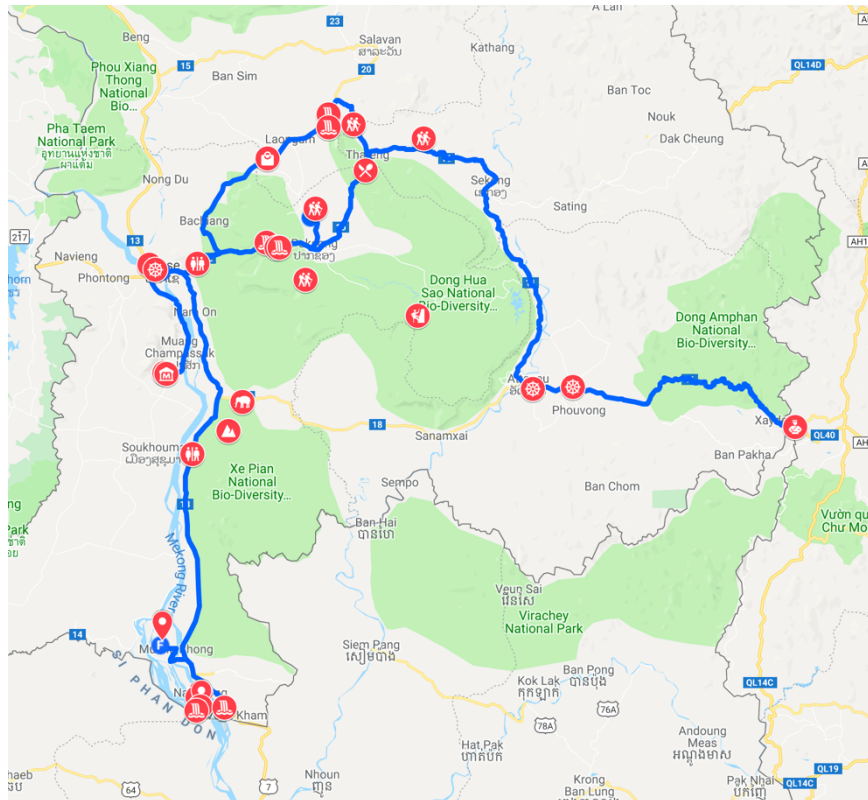
Source: [Exo Travel](#), [Asian Trails](#)

### 3.2 International Small Group Flow

Characteristic	The majority comes from European countries. Books with travel agents, travels in a small group of 2 – 8 people. 35 – 70 years old. Travel around the city by minivan together with tour guides who take 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 to and 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?	There were 16,582 European people visited Southern Laos in 2018. They entered via Champasak province (Airport, Chong Mek and Nong Nok Khian immigration borders), Attapeu immigration (Phoukeua) and Salavanh immigration (Lalai). It does not include those come from other provinces in Laos.
Average Spending / Person / Day	150 USD / Person / Day
Average Length of Stay	3 – 6 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>– Southern Laos has abundant cultural heritage, authentic and diverse natural attractions</li> <li>– There is Vat Phou Temple World Heritage Site</li> <li>– Safe and peaceful</li> <li>– Share borders with neighboring countries, such as Thailand, Cambodia and Vietnam</li> <li>– There is the Pakse international airport</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited quality of service staff in hotels, guesthouses, restaurants and spa services</li> <li>– Limited number of tour guides, particularly French, Spanish, German and Italian speaking guide.</li> <li>– Limited facilities for elder people in accessing to and in tourism sites</li> <li>– Limited experiential product which visitors can engage in local culture, such as weaving, rice farming, coffee tour, fishing, etc.</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– This visitor flow has high purchasing power and travel responsively, they create a high impact to social and economic</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Global economic is still challenge, people may travel less</li> <li>– High competition in the region</li> <li>– People tend to travel independently since they have access to the technology and tourism information. It results in decrease of customer for travel agents</li> </ul>

Map 3.2: International Small Group Flow



- 📍 Luang Prabang
- ✈️ Watty International Airport
- ✈️ Pakse International Airport
- 🏯 Wat Luang
- 🏯 Wat Phu
- 🏯 Wat Phu Museum
- 🛖 Rest Area
- 📍 Don Khong
- 📍 Nakasang
- 🚢 Don Det Ferry Boat
- 🌉 Historic Bridge
- 📍 Don Khon
- 🚂 Locomotive
- 🌊 Li Phi Falls
- 🌊 Khon Phapheng Falls
- 🐘 Elephant riding
- 📍 Phou Asa
- 🛖 Rest Area
- 🌊 Tad E-Tu Waterfall
- 🌊 Tad Fane Waterfall
- 🌊 Tad Yuang Waterfall
- 🏡 Ban Nong Luang
- 🪂 Tree Top Zipline
- ☕ Mystic Mountain Coffee
- ☕ Sinouk Coffee Resort
- 🏡 Kok Phoung Tai Village
- 🌊 Tat Lo River
- 🌊 Tad Soung Waterfall
- 🏡 Houay Houn Handicraft
- 🏡 Kan Done Village
- 🏯 Wat Luang Temple
- 🏯 Wat Saysettha Temple
- 📍 Phou Keua Border

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

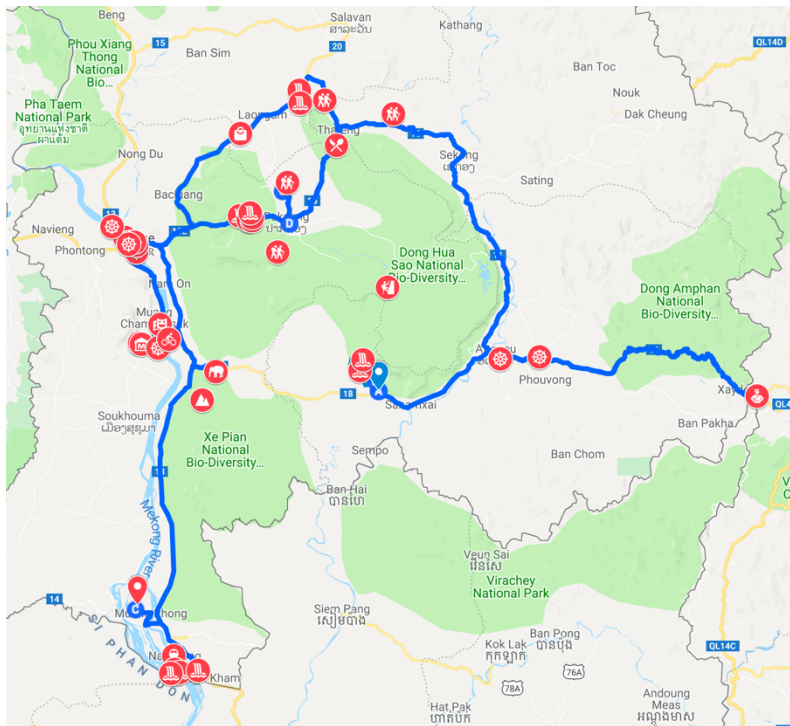
Source: [Exo Travel](#), [Asian Trails](#), [Nakarath Travel](#)

### 3.3 International Experiential FIT Flow

Characteristic	They come from Europe, UK, Australia, USA and expats working in the Asia (Bangkok, Chiang Mai, Singapore, Hanoi, etc.). Middle age, travels as couples and families. 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.
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 were 16,582 European people visited Southern Laos in 2018. They entered via Champasak province (Airport, Chong Mek and Nong Nok Khian immigration borders), Attapeu immigration (Phoukeua) and Salavanh immigration (Lalai). It does not include those come from other provinces in Laos.
Average Spending / Person / Day	100+ USD / Person / Day
Average Length of Stay	4 – 7 days
System Heads	Agoda, Booking.com, Hotels.com
Market Mavens	Friends, travelers, TripAdvisor, Lonely Planet, tourist information centers

SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Southern Laos has the cultural heritage, authentic and diverse natural attractions</li> <li>– There is Pakse international airport</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited experiential products which visitors can engage in local culture, such as weaving, rice farming, coffee tour, fishing, etc.</li> <li>– Limited number and quality of tour guides</li> <li>– Limited online tourism information, such as on Google Maps, TripAdvisor and Lonely Planet as well as Southern Laos official tourism website <a href="http://www.southern-laos.com">www.southern-laos.com</a></li> <li>– Limited up to dated tourism information in tourist information centers</li> <li>– Difficult access to tourist attractions due to limited transportation, there is only tourist bus from Pakse to the 4000 islands. Visitors have to pay for a private vehicle to other routes otherwise they have to rent motorbikes or bicycles</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Easy access to technology for visitors enables access to online tourism information</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: International Experiential FIT Flow



- Bolaven Plateau Coffee Producers
- Tad Champee Waterfall
- Mystic Mountain Coffee
- Ban Nong Luang
- Tree Top Zipline
- Sinouk Coffee Resort
- Kok Phoung Tai Village
- Kan Done Village
- Tat Lor Waterfall
- Tad Sounng Waterfall
- Houay Houn Handicraft
- Sae Pra Waterfall
- Sae Pong Lai Waterfall
- Wat Luang Temple
- Saysettha temple
- Phou Keua Border

- Luang Prabang Airport
- Pakse International Airport
- Wat Luang
- Champasak Historical Museum
- Wat Phousalao
- Dao Heuang Market
- Wat Phabat
- Chinese Temple
- Wat Chompet
- Wat Phu
- Wat Phu Museum
- Wat Muang Kang
- Shadow Puppet Theatre
- Don Daeng
- Don Khong
- Nakasang
- Don Khon
- Locomotive
- Historic Bridge
- Khone Pa Soy Waterfall
- Li Phi Falls
- Khon Phapheng Falls
- Phou Asa
- Elephant riding
- Tad E-Tu
- Zipline Tad Fane
- Tad Yuang Waterfall

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

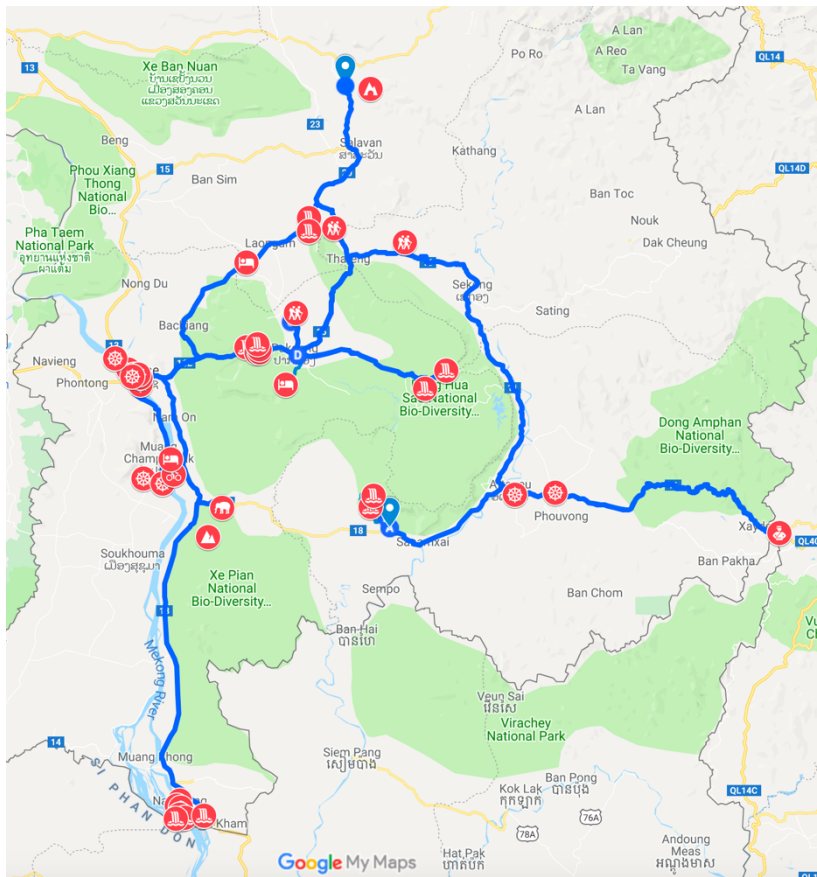
Source: [TripAdvisor](#) , [TripAdvisor](#) , [Lonely Planet](#)

### 3.4 International Budgeted FIT Flow

Characteristic	They come from Europe, UK, Australia and USA. Adults, between 18 – 29 years old with limited budget. Access to information and travel arrangement is similar to the International experiential FIT flow as they are also technology savvy. The key difference is that they prefer inexpensive activities, stays in affordable hotels and guesthouses with internet access. They stay at homestays, travel 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 were 16,582 European people visited Southern Laos in 2018. They entered via Champasak province (Airport, Chong Mek and Nong Nok Khian immigration borders), Attapeu immigration (Phoukeua) and Salavanh immigration (Lalai). It does not include those come from other provinces in Laos.
Average Spending / Person / Day	10 – 30 USD / Person / Day
Average Length of Stay	4 – 7 days
System Heads	– Agoda, Booking.com, Hotels.com
Market Mavens	– Friend, traveler, TripAdvisor, Lonely Planet, tourist information center
SWOT Analysis	
Strength	– Southern Laos have beautiful tourist attractions and affordable entrance fee, accommodations, food and transportations
Weakness	– Limited English skills of homestay providers
Opportunity	– Easy access to technology for visitors enables them to access online tourism information
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: 3.4 International Budgeted FIT Flow



- Luang Prabang Airport
- Pakse International Airport
- VIP Bus Station
- Wat Luang
- Champasak Historical Museum
- Wat Phousalao
- Dao Heuang Market
- Wat Phabat
- Chinese Temple
- Wat Chompet
- Wat Phu
- Wat Muang Kang
- Don Daeng
- Don Daeng Homestays
- Nakasang
- Don Det Ferry Boat
- Old French Port, Don Det
- Don Khon
- Locomotive
- Historic Bridge
- Khone Pa Soy Waterfall
- Li Phi Falls
- Khon Phapheng Falls
- Phou Asa
- Elephant riding
- Tad E-Tu
- Tad Fane Waterfall
- Tad Yuang Waterfall
- Bolaven Plateau Coffee Producers Coopera...
- Tad Champee Waterfall
- Mystic Mountain Coffee
- Kok Phoung Tai Village
- Kan Done Village
- Tat Lo River
- Tad Soung Waterfall
- Phouphasouk Caves and Waterfalls. SALA...
- Mr Vieng Coffee homestay
- Ban Nong Luang (Homestay)
- Tad Tayicsua Homestay
- Tad Katamtok
- Sae Pra Waterfall
- Sae Pong Lai Waterfall
- Wat Luang Temple
- Saysettha temple
- Phou Keua Border

Online map: <http://bit.ly/2n7FmUe>

Source: [TripAdvisor](#) , [TripAdvisor](#) , [Lonely Planet](#)

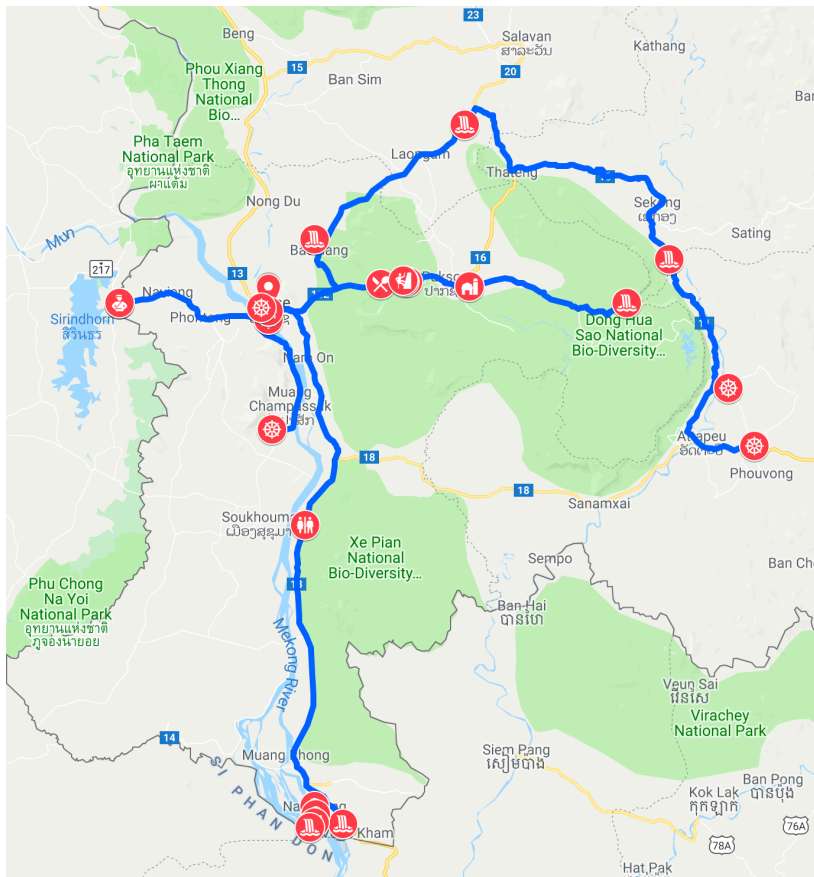
### 3.5 Thai Packaged Tour Flow

Characteristic	They travel in groups booked with travel agents in big buses or minivans via Chonk Mek immigration. 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, the tour guides are required entertainment skills, such as storytelling and singing songs. Women like shopping at Dao Heuang Market, but most of the products are factory made. Men prefer 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?	Peaking season is during Lao New Year and long holiday in Thailand
How many?	There were 176,879 Thai people visited Southern Laos in 2018. They entered via Champasak province (Airport, Chong Mek and Nong Nok Khian immigration borders), Attapeu immigration (Phoukeua) and Salavanh immigration (Lalai). It does not include those come from other provinces in Laos.
Average Spending / Person / Day	65 USD // Person / Day <sup>11</sup>
Average Length of Stay	3 days
System Heads	Travel agents in Thailand and Laos
Market Mavens	Pantip.com, TripAdvisor, Sanook, MThai
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Southern Laos have cultural heritage and authentic nature</li> <li>– Laos government has a policy to extend the border pass period from 3 days to 30 days</li> <li>– Similar language and culture, it is easy to communicate</li> </ul>

<sup>11</sup> Calculated from a Southern Laos tour package 5,900 Thai Baht / person for 3 days 2 nights

Weakness	<ul style="list-style-type: none"> <li>– Local handicraft products lack of attractive story and have not been able to establish linkage with visitor experience in the destination</li> <li>– Limited competitiveness of local travel agents, tour itinerary is arranged by travel agents in Thailand while the local travel agents handle the government approval document from related authority</li> <li>– Limited quality of public toilet in tourism sites and resting areas</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>–</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Tour itinerary is arranged by the travel agents in Thailand, from making reservation of accommodation, restaurant, tourism site and transportation. The local travel agents handle the government approval document from related authority. Local accommodation providers often give priority to the Thai travel agents since they are more reliable in term of payment. Therefore, most of the revenue generated from this flow does not remain in Laos.</li> <li>– Thai politic is still uncertain and economic situation remains a challenge</li> </ul>

Map 3.5: Thai Packaged Tour Flow



- Chong Mek Border
- Pakse
- Wat Phu
- Wat Phousalao
- Rest Area
- Khonephapheng Waterfall
- Nakasang
- Old French Port, Don Det
- Historic Bridge
- Li Phi Falls
- Pha Suam Waterfall
- Tad Lor Waterfall
- Tad Hua Khon Waterfall
- Wat Xakhe
- Wat That Pha Xaysettha
- Tad Katamtok
- Paksong Highland
- Sabaidee Valley
- Tad Yuang Waterfall
- Tad Fane Waterfall
- Zipline Tad Fane
- Dao Heuang Market
- Chong Mek Border
- Wat Luang
- Chong Mek Border

Online map: <http://bit.ly/2oHEO89>

Source: [Aumluck – Tour](#), [Tour Laos Champasak](#), [www.laostai.com](http://www.laostai.com)

### 3.6 Thai Off Road Car 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 instant, at Sae Pha and Sae Pong Lai waterfalls. They like adventurous activities, including ziplining at Tadfane waterfall. They use massages 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 were 176,879 Thai people visited Southern Laos in 2018. They entered via Champasak province (Airport, Chong Mek and Nong Nok Khian immigration borders), Attapeu immigration (Phoukeua) and Salavanh immigration (Lalai). It does not include those come from other provinces in Laos. There is no specific statistic for this flow.
Average Spending / Person / Day	50 USD / Person / Day <sup>12</sup>
Average Length of Stay	3 days
System Heads	Travel agents who sell off – road car tour packages in Thailand and Laos. Automotive Factory and Distributors, such as Toyota and Ford
Market Mavens	Off – road car love club in Thailand, friend, social media: Pantip
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Southern Laos have cultural heritage and authentic nature</li> <li>– Laos government has a policy to extend the border pass period from 3 days to 30 days</li> <li>– Similar language and culture, it is easy to communicate</li> </ul>

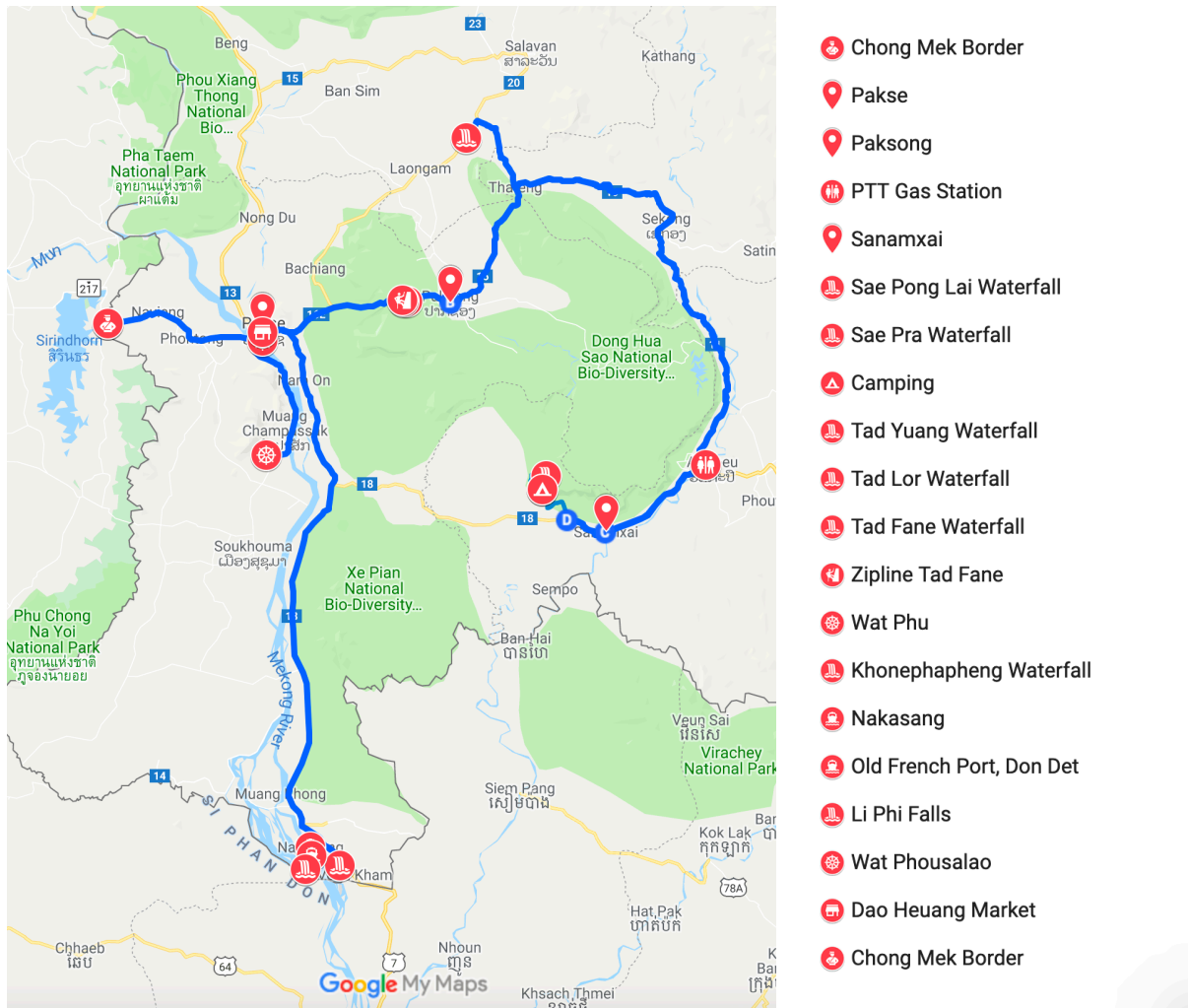
<sup>12</sup> Calculated from a tour package 3 days 2 nights, costs 4,500 Thai Baht / person

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>–</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Road condition in Laos is still difficult, some places are too narrow which increases the risk of an accident<sup>13</sup></li> </ul>

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<sup>13</sup> [Kapook.com](http://Kapook.com)

Map 3.6: Thai Off Road Car Caravan Flow



Online map: <http://bit.ly/2psY1dV>

Source: [Autospinn](#), [www.popumon.com](http://www.popumon.com), [Facebook NothernCar](#)

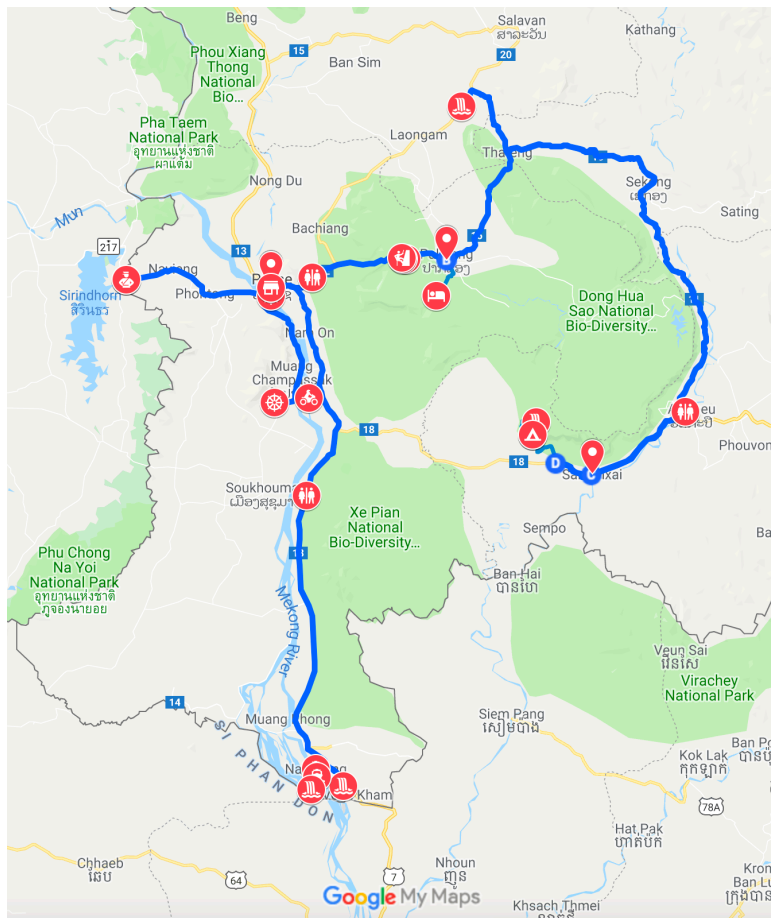
### 3.7 Thai Big Bike Caravan Flow

Characteristic	They are groups of big bike lovers 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. They spend most of their time on bikes and like to travel 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 waterfall. They stay at homestay, such as Nong Louang village at Paksong district. They like adventurous activities, including ziplining at Tadfane waterfall. They use massages and spa services and public toilets. Sometimes they travel in Vietnam before coming to Attapeu via Phoukeua immigration.
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 were 176,879 Thai people visited Southern Laos in 2018. They entered via Champasak province (Airport, Chong Mek and Nong Nok Khian immigration borders), Attapeu immigration (Phoukeua) and Salavanh immigration (Lalai). It does not include those who come from other provinces in Laos. There is no specific statistic for this flow.
Average Spending / Person / Day	No data
Average Length of Stay	4 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, friend and social media, such as Pantip
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Laos government has a policy to extend the border pass period from 3 days to 30 days</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 signpost on the road</li> <li>– Limited marketing collaboration with travel agents who sell off – road car package tour in Laos and Thailand</li> <li>– Limited public toilet standard</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>–</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Road condition in Laos is still difficult, some places are too narrow which increases the risk of an accident. There are specific lanes for motorbike and bicycle on the main road, but people do not follow in practice.</li> </ul>

Map 3.7: Thai Big Bike Caravan Flow



- 📍 Chong Mek Border
- 📍 Pakse
- 🏠 Rest Area
- 📍 Paksong
- 🛢️ PTT Gas Station
- 📍 Sanamxai
- 🌊 Sae Pong Lai Waterfall
- 🌊 Sae Pra Waterfall
- 🏕️ Camping
- 🏠 Ban Nong Luang (Homestay)
- 🌊 Tad Yang Waterfall
- 🌊 Tad Lor Waterfall
- 🌊 Tad Fane Waterfall
- 🚠 Zipline Tad Fane
- 🏠 Don Daeng
- 🏠 Wat Phu
- 🏠 Rest Area
- 🌊 Khonephapheng Waterfall
- 🏠 Nakasang
- 🏠 Old French Port, Don Det
- 🏠 Li Phi Falls
- 🏠 Wat Phousalao
- 🏠 Dao Heuang Market
- 📍 Chong Mek Border

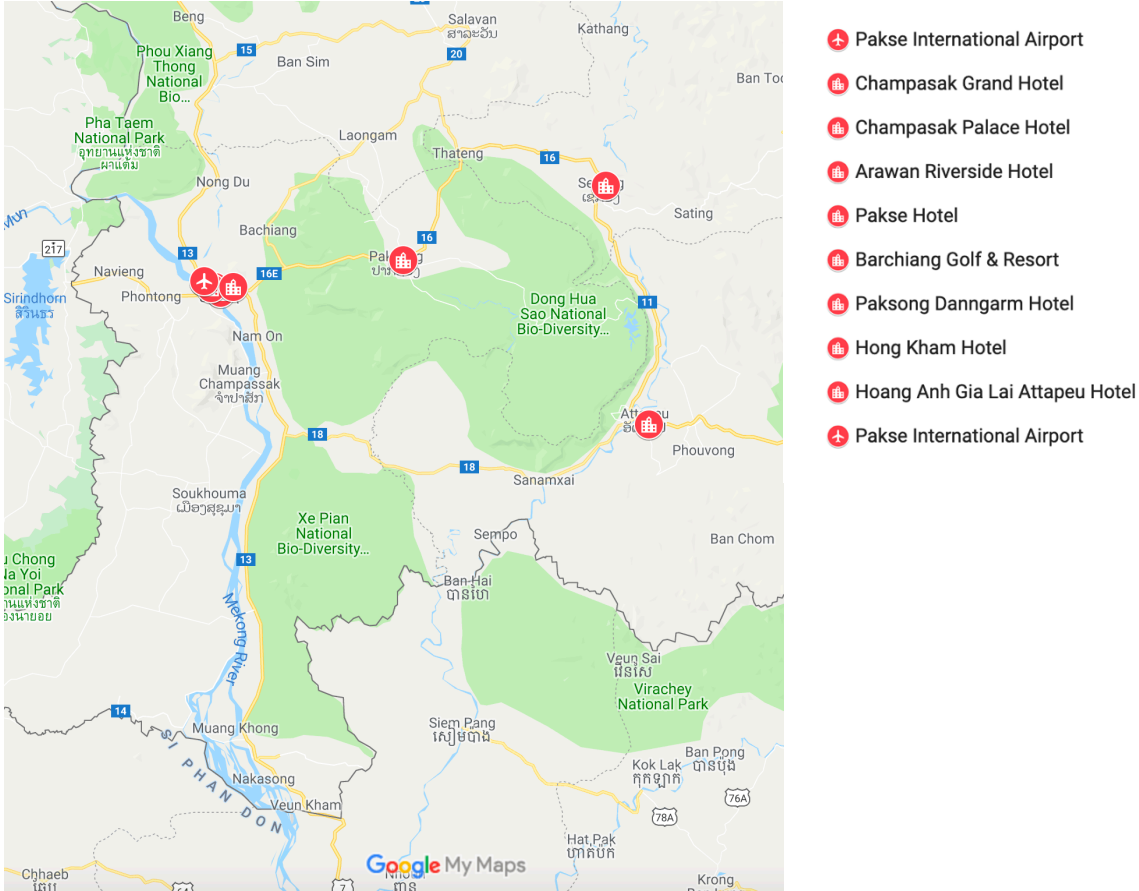
Online map: <http://bit.ly/2ndHSzi>

Source: [README.ME](#), [GreatBiker](#), [Viewfinder Thailand](#)

### 3.8 Domestic MICE Flow

Characteristic	Participants from public, private and project who travel from other provinces, especially from Vientiane Capital for workshops or meetings. They travel by plane or their own cars and travel during or after the meetings. They stay at the hotels where the meeting venues are taken place or outside if they have the cars. The meeting venues shall have convenient parking areas, good facilities and service quality. There are 8 hotels in Southern Laos those offer meeting room services.
Motivation / Interest	To get new experience
When do they come?	All year round
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	No data
Average Length of Stay	No data
System Heads	Hotels those offer meeting venue service
Market Mavens	Colleague, social media and tourism website
<b>SWOT Analysis</b>	
Strength	<ul style="list-style-type: none"> <li>– There are meeting room venues that can accommodate small and medium size meetings</li> <li>– There is Pakse international airport that allow participants to travel from other provinces and abroad</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited meeting venue quality, including its facilities and services</li> <li>– Limited information on meeting venue in Southern Laos</li> <li>– Limited target marketing and promotion to keep participants travelling after meeting</li> </ul>
Opportunity	
Threat	

Map 3.8: Domestic MICE Flow



Online map: <http://bit.ly/2n7HDie>

### 3.9 Domestic Visitor Flow

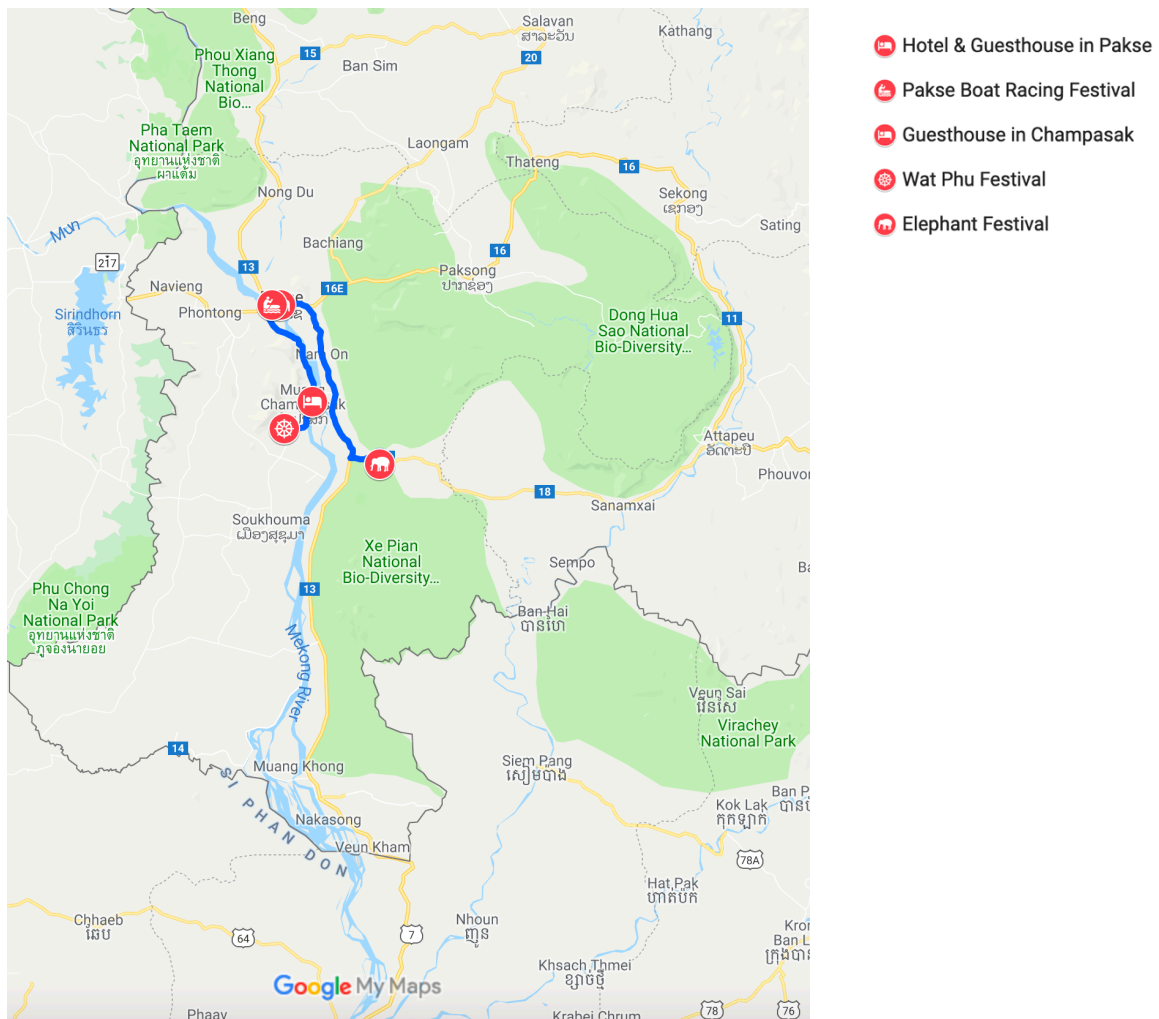
Characteristic	Lao people and foreigners living in Laos who travel from other provinces, particularly from Vientiane Capital and central Laos. They travel by their own cars or plane with families, friends and colleagues. Stays at accommodations where there are parking areas, they like to eat local food, buy local souvenirs and use public toilets in resting areas.
Motivation / Interest	Relax from work, visit relative, experience the cultural heritage and authentic nature
When do they come?	During festival, public holiday and religious day
How many?	There were 514,950 domestic visitors came to Southern Laos in 2018, but there is no specific statistic for this flow
Average Spending / Person / Day	30 USD / Person / Day
Average Length of Stay	2 – 3 days
System Heads	Tourist attractions
Market Mavens	Social medias, especially Facebook, friends and relatives
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– There is Pakse international airport</li> <li>– Easy to communicate among Lao people</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</li> <li>– Limited directional signposts in provincial tourism linkages</li> <li>– Limited interpretation boards at tourism attraction</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	



### 3.10 Domestic Event & Festival Flow

Characteristic	Lao people, foreigners living in Laos and tourists who travel to Southern Laos during local events and festivals, such as Vat Phou and elephant festivals and sport events. They travel by plane or their own cars with families, relatives and friends. They stay at accommodations where there are parking areas, like to eat local food, buy souvenirs and use public toilets in resting areas.
Motivation / Interest	To experience local culture and sport events
When do they come?	During events and festival
How many?	There were 514,950 domestic visitors came to Southern Laos in 2018, but there is no specific statistic for this flow
Average Spending / Person / Day	No data
Average Length of Stay	More than 2 days
System Heads	Event organizer
Market Mavens	Social media, family, friend and colleague
SWOT Analysis	
Strength	– Southern Laos has unique and authentic culture
Weakness	– Local events and festivals can accommodate only domestic visitors since the events are not designed for foreigners. Some events are not properly organized, limited waste management, air pollution and food safety. In addition, there is limited target marketing and information in foreign languages.
Opportunity	
Threat	

Map 3.10: Domestic Event & Festival Flow



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

Source:

- [www.southern-laos.com/event/vat-phou-festival](http://www.southern-laos.com/event/vat-phou-festival)
- [www.southern-laos.com/event/elephant-festival](http://www.southern-laos.com/event/elephant-festival)
- <https://teelakow.com/th/event>



## 4) SWOT Analysis

The SWOT analysis for the Southern Laos tourism sector is based on the Southern Laos Tourism Development Plan 2016 – 2020, consultation workshops with tourism stakeholders and comments of visitors in tourism research and online platforms, It can be summarized as follow:

### 4.1 Strengths

- 1) Southern Laos has abundant cultural heritage, authentic and diverse natural attractions
- 2) There is Vat Phou Temple World Heritage Site
- 3) It shares borders with neighboring countries, including Thailand, Cambodia and Vietnam
- 4) There is the Pakse international airport
- 5) There are public and private education institutes that strengthen human resource capacity in the tourism sector, such as Champasak University, Champasak Technical and Vocational College and Salavanh Integrate Vocational Education Training School.
- 6) There are projects and international organizations that support Southern Laos tourism

### 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. Southern 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.
- 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) Southern Laos – Charming by Nature and Laos Simply Beautiful Brand have 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, image sand 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 the 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 transportation quality and safety standards
- 22) Lack of restaurant and entertainment business management
- 23) 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**

- 24) 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.
- 25) 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.
- 26) 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.
- 27) 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.

- 28) 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.
- 29) There are limited numbers of meeting venues that meets international standards, in terms of facilities and service quality.
- 30) 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) Lao government has the policy to preserve Bolaven Plateau as a green development area<sup>14</sup>
- 2) 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.
- 3) Lao government has launched an online visa application platform<sup>15</sup>.
- 4) Emerald triangle is an important regional economic route locates in Southern Laos, it provides a great opportunity in accessing to support from different organizations.

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<sup>14</sup> [Vientiane Times](#)

<sup>15</sup> <https://laoevisa.gov.la>

#### 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) Poor road condition, riding motorbike and bicycle is risky
- 6) 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.
- 7) Tour itinerary is arranged by the travel agents in Thailand, from making reservation of accommodation, restaurant, tourism site and transportation. The local travel agents handle the government approval document from related authority. Local accommodation providers often give priority to the Thai travel agents since they are more reliable in term of payment. Therefore, most of the revenue generated from this flow does not remain in Laos

## 4.5 Weaknesses (Based on attraction and activity)

Attraction	Weakness
<b>Champasak</b>	
Pakse International Airport	<ul style="list-style-type: none"> <li>– Limited public toilet standard</li> <li>– Limited interpretation of tourism information of Champasak and Southern Laos</li> </ul>
Bus Station (Mekong Riverbank) <sup>16</sup>	<ul style="list-style-type: none"> <li>– Limited waste management</li> <li>– Limited public toilet standard</li> <li>– Limited interpretation boards of tourism information of Champasak and Southern Laos</li> </ul>
Phou Salao <sup>17</sup>	<ul style="list-style-type: none"> <li>– Limited interpretation boards of tourist attraction</li> </ul>
Vat Luang <sup>18</sup>	<ul style="list-style-type: none"> <li>– Limited interpretation boards of tourist attraction</li> </ul>
Vat Phabat <sup>19</sup>	<ul style="list-style-type: none"> <li>– Limited interpretation boards of tourist attraction</li> </ul>
Information Center in Pakse <sup>20</sup>	<ul style="list-style-type: none"> <li>– Limited English communication skills for staff in tourist information centers</li> <li>– Limited tourism information</li> </ul>
Champasak Provincial Museum	<ul style="list-style-type: none"> <li>– Limited online tourism information, such as on TripAdvisor</li> <li>– It does not exist on Google Maps</li> </ul>
Vat Chomphet <sup>21</sup>	<ul style="list-style-type: none"> <li>– Limited interpretation boards of tourist attraction</li> </ul>
Vat Phou <sup>22</sup>	<ul style="list-style-type: none"> <li>– Limited interpretation board of tourist attraction</li> <li>– Limited waste management, especially during Vat Phou Festival</li> <li>– Limited tourism facility for elder people, such as handrail to the top of the temple</li> <li>– Limited heritage tour guides and accessibly to the tour guide services. Most of them serve only government officials, exposure trips and base in the museum</li> </ul>

<sup>16</sup> [Visitor Review on Google Map](#)

<sup>17</sup> [TripAdvisor Review on Golden Buddha](#)

<sup>18</sup> [TripAdvisor Review on Wat Luang Temple](#)

<sup>19</sup> [TripAdvisor Review on Wat Pha Bat](#)

<sup>20</sup> [Visitor Reivew on Google Map](#)

<sup>21</sup> [TripAdvisor Review on Chomphet Stone Sculpture Village and Temple Complex](#)

<sup>22</sup> [TripAdvisor Review on Wat Phu](#)

Vat Phou Museum <sup>23</sup>	<ul style="list-style-type: none"> <li>– Information can be found on internet; some visitors are not interested to the visit the museum.</li> <li>– It does not exist on TripAdvisor</li> <li>– Vat Phou official website (www.vatphou-champassak.com)has only English language</li> </ul>
Meuang Kang Temple	<ul style="list-style-type: none"> <li>– Limited interpretation boards of tourist attraction</li> </ul>
Don Dend Homestay Island	<ul style="list-style-type: none"> <li>– Limited information and image on Google Maps, especially for independent travelers</li> <li>– Limited service quality and facility, it can only accommodate international budget FIT travelers</li> <li>– Lack of community-based tourism (CBT) activity diversity, there is only cycling around the island and stop at a forest temple</li> </ul>
Shadow Puppet Theatre	<ul style="list-style-type: none"> <li>– Limited online information, especially date and show time<sup>24</sup></li> <li>– Some stories are about harming animals, such as killing animal. Visitors think that it might affect the behavior of children<sup>25</sup></li> </ul>
Resting area at Houai Mai Sang	<ul style="list-style-type: none"> <li>– Limited public toilet cleanliness and standard</li> </ul>
Nakasang Pier <sup>26</sup>	<ul style="list-style-type: none"> <li>– Difficult road access to Nakasang pier</li> <li>– Limited waste management at Mekong riverbank</li> <li>– Lack of good quality pier facilities, too narrow and dangerous</li> <li>– Difficult to get a boat after 5 pm, boat drivers often get drunk</li> <li>– Limited safety standard</li> <li>– Limited seating space in waiting area</li> </ul>
Don Ded Pier	<ul style="list-style-type: none"> <li>– Lack of good quality pier facilities, too narrow and dangerous</li> <li>– Limited quality of transportation from Don Ded to Don Khon</li> <li>– Limited interpretation boards of tourist attraction<sup>27</sup></li> <li>– Poor road condition from Don Ded Pier to Don Khon bridge in rainy season</li> </ul>
Don Ded Don Khon Bridge	<ul style="list-style-type: none"> <li>– Limited interpretation board of tourist attraction</li> <li>– Lack of proper fence and street light, it is dangerous to ride a motorbike or bicycle crossing the bridge at night</li> </ul>
Locomotive on Don Khon	<ul style="list-style-type: none"> <li>– Limited maintenance<sup>28</sup></li> <li>– Lack of information on TripAdvisor</li> </ul>

<sup>23</sup> [Visitor Review on Google Map](#)

<sup>24</sup> [Visitor Review on Google Map](#)

<sup>25</sup> [TripAdvisor Review on Shadow Puppet Theatre](#)

<sup>26</sup> [Google Map Review on Nakasang](#)

<sup>27</sup> [Google Map Review on Old French Port, Don Det](#)

<sup>28</sup> [Google Map Review on Locomotive](#)

Liphi fall	<ul style="list-style-type: none"> <li>– Some visitors said the entrant fee is too expensive (35,000 LAK / person for foreigner)</li> </ul>
Khon Phasoï	<ul style="list-style-type: none"> <li>– Poor quality bridge, it is temporary close for maintenance</li> </ul>
Khonphapheng Fall <sup>29</sup>	<ul style="list-style-type: none"> <li>– Limited English skills of staff at ticket counter</li> <li>– Some visitors said the entrance fee is too expensive (55,000 LAK / person for foreigner)</li> </ul>
Elephant riding at Khiet Ngong	<ul style="list-style-type: none"> <li>– Limited English skills of community, especially for international independent travelers who travel without tour guides<sup>30</sup></li> </ul>
Phou Asa <sup>31</sup>	<ul style="list-style-type: none"> <li>– Difficult road access, especially in rainy season</li> <li>– There is no transportation for tourist, they have to rent a private vehicle or take a public truck of a community</li> <li>– Lack of diversity of tourism activity a part from seeing the natural scenery</li> <li>– Limited interpretation board of tourist attraction</li> </ul>
Tad Fane Waterfall <sup>32</sup>	<ul style="list-style-type: none"> <li>– It is too crowded sometimes, especially when there is a big Thai group which can affect other visitors</li> <li>– The fall locate a bit far, tourists cannot swim the same as Tad Yeuang waterfall</li> </ul>
Tad Yeuang Waterfall	<ul style="list-style-type: none"> <li>– Limited interpretation board of tourist attraction</li> </ul>
Tad Champy Waterfall	<ul style="list-style-type: none"> <li>– Difficult road access, it is slippery to ride motorbike or bicycle</li> <li>– Limited interpretation board of tourist attraction</li> </ul>
Tad Tayeukseua Waterfall <sup>33</sup>	<ul style="list-style-type: none"> <li>– Difficult road access, especially in rainy season</li> <li>– Limited service quality of accommodation and restaurant business</li> <li>– Limited English skills of staff</li> </ul>
Nong Luang Homestay	<ul style="list-style-type: none"> <li>– Limited service quality and tourism facility, it can only accommodate budgeted tourist</li> <li>– Limited online tourism information, such as in Google Maps and TripAdvisor</li> </ul>
<b>Salavanh</b>	

<sup>29</sup> [TripAdvisor Review on Khone Phapheng Falls](#)

<sup>30</sup> [Google Map Review on Elephant Riding](#)

<sup>31</sup> [Tripadvisor Review on Phou Asa Mountain](#)

<sup>32</sup> [TripAdvisor Review on Tad Fane](#)

<sup>33</sup> [TripAdvisor Review on Tad Tayicsua](#)



Tad Lor & Tad Soung <sup>34</sup>	<ul style="list-style-type: none"> <li>– Lack of online tourism information, including on Google Maps and TripAdvisor. There are only 9 things to do on TripAdvisor in Salavanh, but Tad Lor, Tad Soung, Houai Houn and Tham Phasouk are not indicated</li> <li>– It is slippery in some part of the trail, lack of information and warning sign</li> <li>– There is too little water in dry season, it is important to inform visitors in advance in order to manage their expectation</li> </ul>
Houai Houn Village (Ethnic Handicraft)	<ul style="list-style-type: none"> <li>– Limited online tourism information, such as in Google Maps and TripAdvisor</li> <li>– Handicraft products lack of story that link with the ethnic culture</li> <li>– Limited interpretation board of tourist attraction</li> </ul>
Tad Lor Tourist Information Center	<ul style="list-style-type: none"> <li>– Lack of tourism information</li> <li>– It is not indicated on Google Maps</li> </ul>
Phasouk Cave	<ul style="list-style-type: none"> <li>– Lack of online tourism information on TripAdvisor</li> <li>– It locates a bit far, there is limited activity and attraction along the way to the cave</li> <li>– Limited interpretation board of tourist attraction</li> <li>– Lack of directional signpost to tourism sites</li> </ul>
<b>Sekong</b>	
Kok Phung Tai and Kan Don Village	<ul style="list-style-type: none"> <li>– Lack of online tourism information, especially on TripAdvisor. There is no anything to do in Sekong on TripAdvisor. Kan Done Village is the only one thing to do of Sekong on Southern Laos tourism website</li> <li>– It is not indicated on Google Maps</li> <li>– Lack of cultural heritage preservation; for instant, the ethnic house</li> <li>– Limited marketing for local event and festival</li> <li>– Limited homestay quality (Kan Done Village)</li> </ul>
Tad Katamtok <sup>35</sup>	<ul style="list-style-type: none"> <li>– Limited water in dry season, visitors should be informed in advance in order to manage their expectation</li> <li>– Lack of online tourism information on TripAdvisor</li> </ul>
Tad Houa Khon	<ul style="list-style-type: none"> <li>– Lack of cleanliness</li> <li>– Lack of online information on TripAdvisor</li> </ul>
Thateng Farm <sup>36</sup>	<ul style="list-style-type: none"> <li>– Limited public toilet standard</li> <li>– It is indicated on Google Maps, but there is no information on TripAdvisor</li> </ul>

<sup>34</sup> [Google Map Review on Tad Soung Waterfall](#)

<sup>35</sup> [Google Map Review on Tad Katamtok](#)

<sup>36</sup> [Google Map Review on Thatang Resort and Spa](#)

Attapeu	
Sae Pha Sae Ponglai	<ul style="list-style-type: none"> <li>– Difficult road access, it is dirt road and can be accessed by off-road vehicle</li> <li>– Limited online tourism information. There is no anything to do in Attapeu on TripAdvisor<sup>37</sup> and Lonely Planet<sup>38</sup>. There are some short descriptionoo of the 4 attractions on Southern Laos tourism website, including Nong Fa, Phatat Xaysettha, Sae Pha Sae and Tad Pha Phong<sup>39</sup>.</li> </ul>
Vat Luang & Vat Phathat Xaysettha	<ul style="list-style-type: none"> <li>– Lack of online tourism information on TripAdvisor and Lonely Planet</li> <li>– Limited interpretation board of tourist attraction</li> <li>– Lack of public toilet standard</li> </ul>
Vat Sakhea	<ul style="list-style-type: none"> <li>– Lack of good quality and safety standard of pier facility and boat</li> <li>– Limited interpretation board of tourist attraction</li> <li>– Lack of information in foreign language and in online platform, it can only attract domestic visitors</li> </ul>

<sup>37</sup> [https://www.TripAdvisor.com/Tourism-g3650248-Attapeu Province-Vacations.html](https://www.TripAdvisor.com/Tourism-g3650248-Attapeu%20Province-Vacations.html)

<sup>38</sup> <https://www.lonelyplanet.com/laos/attapeu>

<sup>39</sup> <https://www.southern-laos.com/information/attapeu/highlights/>

## 5) Vision

The vision for Southern Laos tourism destination management is “Develop four Southern Laos provinces to become an outstanding tourism destination in nature and culture. It offers a unique tourism experience in good quality and sustainable approach, able to link with neighboring countries and contributes to the social and economic growth”<sup>40</sup>.

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 the destination branding, destination marketing, product development, safety and security and crisis communication.

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<sup>40</sup> Southern Laos Tourism Development Plan 2016 – 2020, page 19, MICT

## 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 picture, color 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>41</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>42</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>41</sup> Laos Brand Book: Guidelines for the use of brand elements to promote Lao PDR, page 3, MICT

<sup>42</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

The Southern Laos – Charming by Nature tourism brand was established in 2016. The letter O contains a fisherman on a boat on the Mekong river, it represents the unique lifestyle of Southern Lao people. Although, there is a Southern Laos brand guideline, but the brand has not been widely applied by public and private sector since the guideline is still in English and a bit complicated for tourism stakeholders.



It is not only about using the logo and slogan, but it includes a great mix of image, color 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>43</sup>. The messages to the audiences should be based on their motivations and interests rather than telling them what we have.

Image: Traveler Typologies



### 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

<sup>43</sup> Laos Tourism Branding Strategy, page 29, Tourism marketing department, MICT

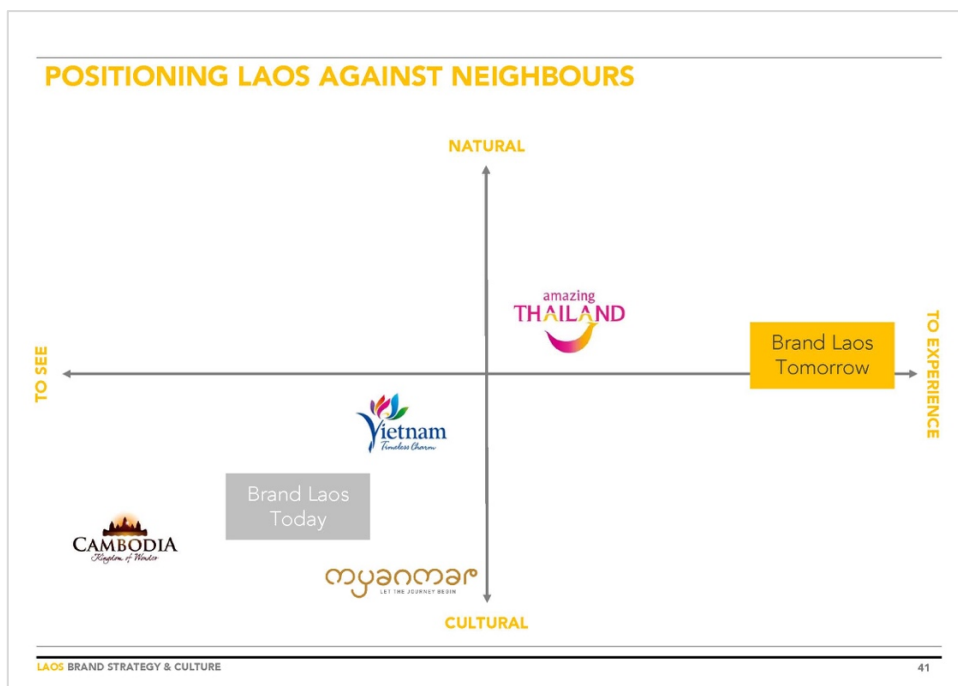
### 6.3 Secondary Audience

- 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

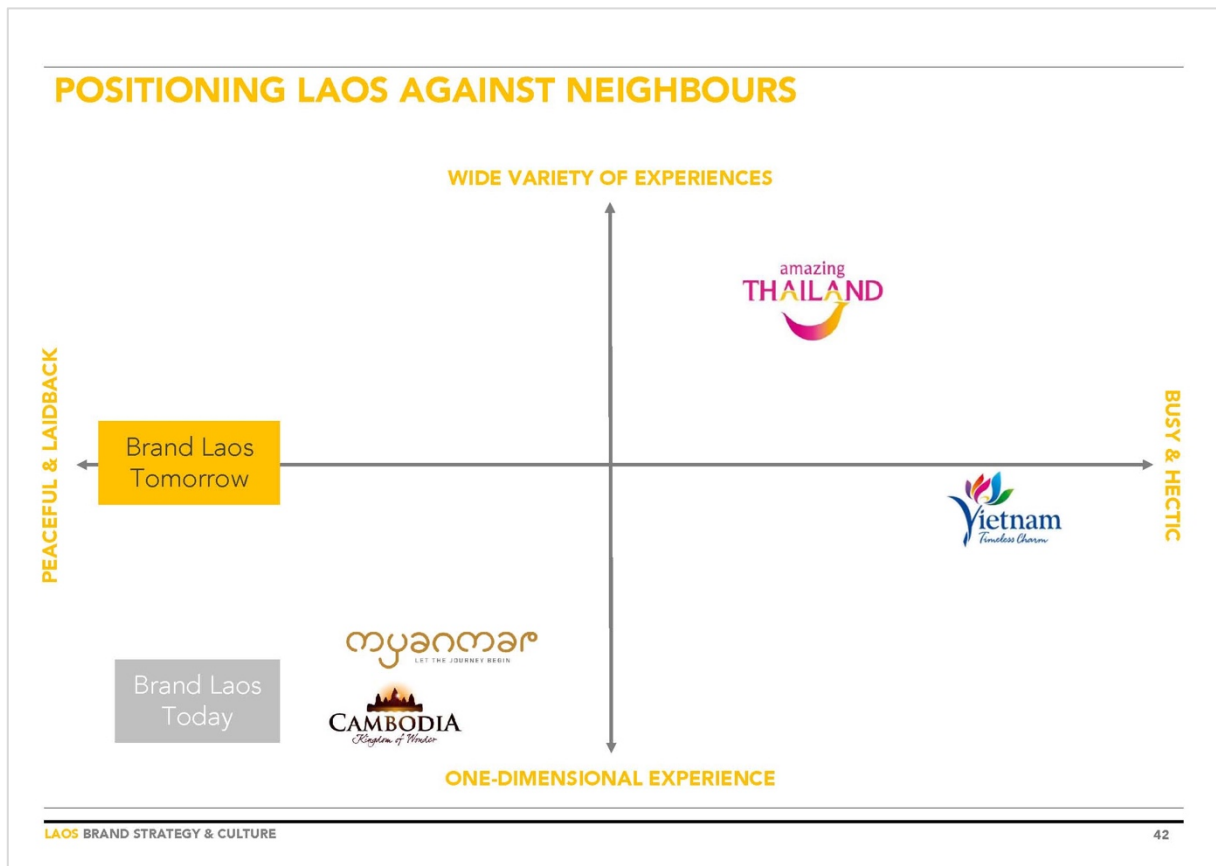
Laos tourism branding strategy has repositioned the ‘Laos Simply Beautiful’ brand in order to differentiate from competitors. The Brand Laos Today has been focusing on just cultural tourism. In most cases it promoted tourism activities and attractions that are ‘to see’ only. Therefore, the Brand Laos 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 and Southern Laos – Charming by Nature Tourism Brands have 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	Characteristic
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	Thai Packaged Tour Flow	Recharge
6	Thai Off Road Car Caravan Flow	Active, Exploration
7	Thai Big Bike Caravan Flow	Active, Exploration
8	Domestic MICE Flow	Recharge
9	Domestic Visitor Flow	Recharge
10	Domestic Event & Festival Flow	Recharge, Active

## 7) Destination Marketing

The Laos Tourism Marketing Strategy 2019 – 2022<sup>44</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>45</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 & foreigners living in Laos), 2) Regional tourist (Thai, Vietnamese, Burmese & Cambodian), 3) Chinese tourist and 4) International tourist (ASEAN, European, USA & Australian)<sup>46</sup>. However, the marketing contents should be developed based on the traveler typology rather than the country of origin or geographic areas.

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<sup>44</sup> Laos Tourism Marketing Strategy 2019 – 2022, Tourism Marketing Department, MICT, 2019

<sup>45</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>46</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 based 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>47</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>48</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>47</sup> A Practical Guide to Tourism Destination Management, Page 83, UNWTO, 2011

<sup>48</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 handcraft<sup>49</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>49</sup> ASEAN Green Hotel Standard, Page 12, Tourism Management Department, MICT and TIIG 2 / ADB

## 8.2 Tourism Infrastructure<sup>50</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 visitors 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>
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>

<sup>50</sup> Destination Management Training Manual, 01 for Entrepreneur and Tourism Business, Page 35, ILO – SBC



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>
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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>51</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>52</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>51</sup> Travel and Tourism Competitiveness Report 2017, World Economic Forum

<sup>52</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>53</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 the risk analysis of the 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>53</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>54</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>55</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.

<sup>54</sup> ASEAN Tourism Crisis Communication Manual (Incorporating Best Practices of PATA & UNWTO), Page 5

<sup>55</sup> Lao Tourism Law (Updated), Page 8, National Assembly, 24 July 2013

Crisis communication should consider the following aspects:

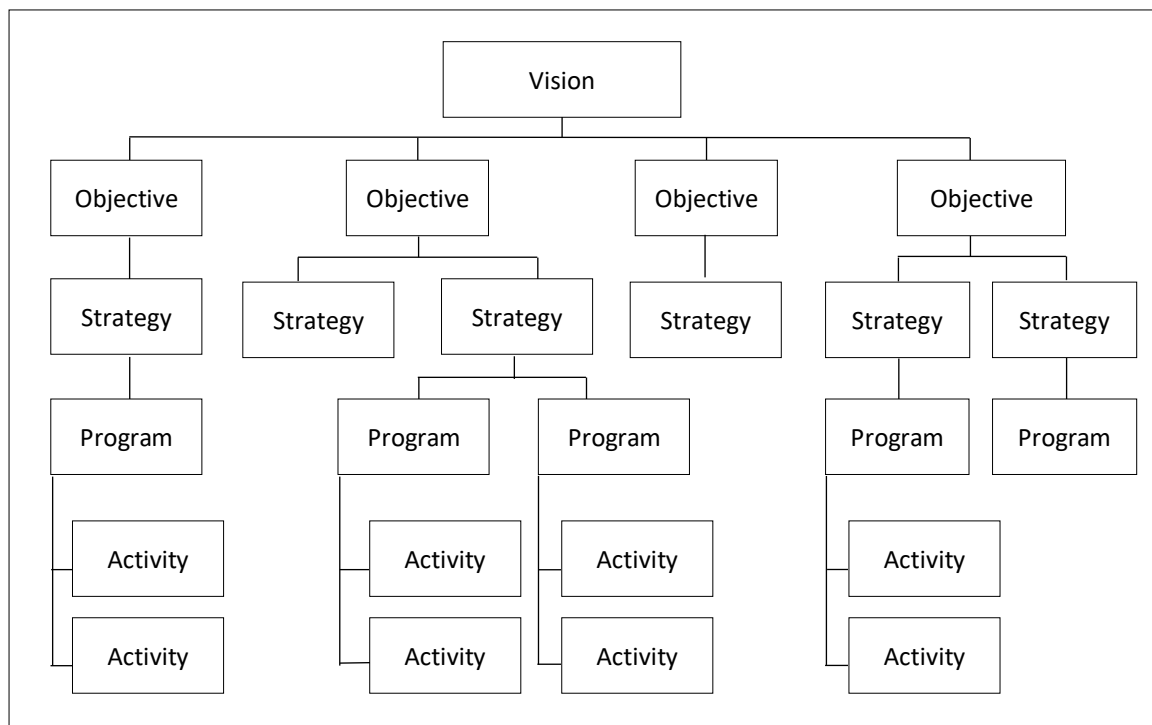
- 1) **Crisis communication plan for visitors:** Identify risks that have occurred in the past and potential risks that could occur at the destination in the future. Setup a responsible agency for crisis communication that have the capacity to clearly define messages, create document templates, identify 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, Southern Laos tourism destination management for 2020 – 2025 objectives are as follow:

- 1) To develop Southern Laos tourism become an outstanding tourism destination in nature and culture attractions. It offers unique experiences, high quality and sustainable products
- 2) To develop Southern Laos tourism linking with neighboring countries
- 3) To contribute to the social and economic growth

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



## 12) Targets

2025 tourism destination management targets for Southern Laos are as follows:

- 1) Attract 1,600,000 visitors per year by 2025 and achieve at least 5% average growth rate between 2020 – 2025
- 2) Increase the average length of stay of visitors to Southern Laos: International visitors stay at least 5 days, regional visitors 3 days and domestic visitors 2 days.
- 3) Increase the average spending of visitors: International visitor pays at least 100 USD/person/day, regional visitors 70 USD/person/day and domestic visitors 50 USD/person/day
- 4) Develop tourism development and preservation plans for at least five sites by 2025
- 5) Develop at least one Community-Based Tourism product per year along the Southern Laos visitor flows. By 2025, to have developed at least five Community – Based Tourism products according to the ASEAN and Lao Community – Based Tourism Standards.
- 6) Develop at least one homestay per year along the visitor flows in Southern Laos. By 2025, to have developed at least five homestays that aligns with the ASEAN & Laos Homestay Standards.
- 7) Develop at least four One District One Product (ODOP) for tourism along the visitor flows by 2025
- 8) Develop at least three tourism programs on new tourism routes along the visitor flows.
- 9) Classify tourism sites according to Lao Tourism Attraction Standard for at least five sites
- 10) Conduct tourism site research and allocation for at least five sites along the visitors
- 11) Achieve the ASEAN Clean Tourist City Award for at least one city by 2025
- 12) Achieve at least five Sustainable Tourism Award for by 2025
- 13) Develop and improve public toilets according to the ASEAN and Lao Public Toilet Standard for at least five locations.
- 14) Develop & improve facilities in tourism sites for elderly and disable visitors for at least five sites
- 15) 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 Southern Laos

- 16) Support and encourage private sector participation in Laos and regional travel trade fairs
- 17) Organize FAM Trip for travel agents and international medias
- 18) Develop interpretation boards for tourism sites along the visitors flow to cover at least 50% of the total tourism sites in the visitor flows
- 19) Support private sector in organizing at least one event or festival per year to promote tourism
- 20) Develop and produce at least 3,000 copies of printed materials, such as brochures and maps
- 21) Develop and improve the rules, regulations and tourism standards according to the ASEAN and Lao Standards
- 22) Classify accommodation standard for at least five properties and Lao restaurant cleanliness and safety standard for at least five businesses by 2025
- 23) Implement the ASEAN Green Hotel Standard and the ASEAN Spa Service Standard for at least 10 properties by 2025
- 24) Provide skills training for tourism businesses for at least 100 participants by 2025
- 25) 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, Southern 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 Southern Laos
Strategy 2	Develop tourism products based on the visitor flow 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 Southern Laos
Strategy 4	Preserve the quality of the environment for sustainable tourism development
Strategy 5	Ensure the safety and security for the visitors
Strategy 6	Develop tourism infrastructure for tourism site accessibility
Strategy 7	Improve tourism statistics data collection system and tourism research
Strategy 8	Strengthen capacity of human resources for the Southern Laos tourism sector
Strategy 9	Increase collaboration among public and private sector in Southern Laos tourism development
Tourism Marketing	
Strategy 10	Increase usage of technology in Southern Laos tourism marketing
Strategy 11	Support private sector participation in travel trade fairs and roadshows
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 Southern Laos visitor flows and branding
Strategy 16	Ensure the use of the Southern Laos tourism branding in both public and private sector in Southern 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
Strategy 21	Improve collaboration among public and private sectors in Southern Laos tourism marketing

Tourism Management	
Strategy 22	Manage and strengthen capacity of travel agent association based on the visitor flows
Strategy 23	Strategy Manage and strengthen capacity of accommodation businesses based on the visitor flows
Strategy 24	Improve tourism standards 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 related to tourism business management
Strategy 28	Strengthen capacity of human resource in the tourism sector in tourism management
Strategy 29	Improve collaboration among public and private sector in Southern Laos 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	Strengthen capacity of trainers in the tourism sector
Strategy 33	Conduct training needs assessment for human resources in the tourism sector
Strategy 34	Strengthen capacity of public and private education institutes for the tourism sector
Strategy 35	Implement the MICE Standard
Strategy 36	Strengthen capacity of human resources for the tourism sector in skills development
Strategy 37	Develop human resources skills development strategy for the tourism sector
Strategy 38	Improve collaboration among public and private sector in Southern Laos skills development
Destination Management	
Strategy 39	Improve collaboration among public and private sectors in destination management
Strategy 40	Improve accessibility of destination management information for public and private sectors
Strategy 41	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 Southern Laos	Program 1: Develop the natural, cultural and historical heritage preservation and management plan for Southern Laos
<b>2. Tourism Product Development</b>	
Strategy 2: Develop tourism products based on the visitor flow and establish linkages with regional and international tourism	Program 1: Implement the ASEAN Community Based Tourism Standard along the Southern Laos visitor flows
	Program 2: Implement the Laos Community Based Tourism Standard along the Southern Laos visitor flows
	Program 3: Implement the ASEAN Homestay Standard along the Southern Laos visitor flows
	Program 4: Implement the Laos Homestay Standard along the Southern Laos visitor flows
	Program 5: Develop and promote One District One Product (ODOP) for tourism along the Southern Laos visitor flows
	Program 6: Develop and promote tourism related local events & festivals for tourism along the Southern Laos visitor flows
	Program 7: Conduct research and develop tourism routes in Southern Laos tourism linkage
	Program 8: Develop Southern Laos tourism products and link with regional products
	Program 9: Establish SMEs supporting fund (Win – Win Project and SMEs Matching Fund) for business development in the Southern Laos tourism sector
	Program 10: Implement the Laos Tourism Attraction Standard in Southern Laos tourism linkage
<b>3. Tourism Site Research &amp; Allocation</b>	
Strategy 3: Conduct tourism site research	Program 1: Conduct tourism site research and allocation in Southern Laos tourism linkage and along the visitor flows

Strategy	Program
and allocation in potential areas based on the visitor flows in Southern Laos	Program 2: Implement ASEAN Clean Tourist City Standard in Southern 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 Southern Laos
	Program 2: Implement the ASEAN Sustainable Tourism Award in Southern Laos
	Program 3: Implement the responsible tourism activity, such as providing alternative solutions to single use plastic, that includes drinking bottle, straw, plastic bag, etc. in Southern Laos
	Program 4: Improve waste management in Southern Laos
<b>5. Safety &amp; Security</b>	
Strategy 5: Ensure the safety & security for visitors	Program 1: Develop Safety & Security Plan for visitors in Southern Laos
	Program 2: Develop rules and regulations for risky tourism activities in Southern Laos
	Program 3: Provide safety and security information for visitors along the Southern Laos visitor flows
	Program 4: Strengthen capacity of tourist safety and security agencies in Southern Laos
	Program 5: Develop emergency warning system for visitors that is accessible anywhere and anytime in Southern Laos
<b>6. Infrastructure Development</b>	
Strategy 6: Develop tourism infrastructure for tourism site accessibility	Program 1: Implement the ASEAN Public Toilet Standard in Southern Laos tourism linkage and along the visitor flows
	Program 2: Implement the Laos Public Toilet Standard in Southern Laos tourism linkage and along the visitor flows
	Program 3: Improve facilities in tourism sites for elderly and disable visitors in Southern Laos tourism linkages and along the visitor flows
	Program 4: Develop directional signposts to tourism sites in Southern Laos tourism linkages and along the visitor flows
	Program 5: Develop and improve tourism information centers in Southern Laos tourism linkages and along the visitor flows
	Program 6: Develop and improve resting areas in Southern Laos tourism linkage and along the visitor flows
	Program 7: Develop prohibited, warning and information signs at tourism sites in Southern Laos tourism linkage and along the visitor flows
	Program 8: Improve tourism facilities in accessing to tourism site in Southern Laos tourism linkage and 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 the Southern Laos tourism statistic system that aligns with Laos tourism statistic system
	Program 2: Conduct research on Southern Laos visitor flows
	Program 3: Conduct research on tourist satisfaction based on the Southern Laos visitor flows
<b>8. Strengthen Human Resource Capacity</b>	
Strategy 8: Strengthen capacity of human resources in the Southern Laos tourism sector	Program 1: Build capacity of tourism officials in Southern Laos in tourism development
<b>9. Southern Laos Tourism Development Taskforce</b>	
Strategy 9: Increase collaboration among public and private sectors in Southern Laos tourism development	Program 1: Build capacity of the Southern Laos tourism development taskforce
	Program 2: Distribute Southern Laos tourism development 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 technology in Southern Laos tourism marketing	Program 1: Develop Southern Laos tourism Image & Text Library that can be accessed anywhere and anytime and link with Laos tourism image and text library
	Program 2: Improve Southern Laos tourism website based on the Southern Laos branding and visitor flows
	Program 3: Improve Southern Laos information on Laos tourism mobile application based on the visitor flows
	Program 4: Improve Southern Laos tourism information on social media and other tourism websites based on the need of the visitor flows
	Program 5: Improve Southern Laos 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 roadshows	Program 1: Participate in domestic travel trade fairs
	Program 2: Participate in regional travel trade fairs
	Program 3: Organize roadshow to visit travel agents
<b>3. Media &amp; PR</b>	
Strategy 12: Organize media and PR activities for tourism promotion	Program 1: Organize FAM Trip for travel agents, medias and bloggers along the Southern Laos visitor flows
	Program 2: Develop interpretation boards at tourism sites in Southern Laos tourism linkage and visitor flows
	Program 3: Promote Southern Laos tourism through promotional video based on the visitor flows
	Program 4: Promote Southern Laos tourism through social media influencers
	Program 5: Promote Southern Laos tourism through international medias
	Program 6: Improve information dissemination channel and privilege of movie shooting for tourism promotion
<b>4. Tourism Information Service</b>	
Strategy 13: Improve tourism information services	Program 1: Improve tourist information centers in tourism sites in Southern Laos tourism linkage and visitor flows

Strategy	Program
<b>5. Event</b>	
Strategy 14: Support private sector in arranging events and festivals for tourism promotion	Program 1: Promote Southern Laos tourism through local events and festivals
<b>6. Printing material</b>	
Strategy 15: Improve promotional materials based on the Southern Laos visitor flows and branding	Program 1: Develop Southern Laos tourism brochures based on the visitor flows and branding
	Program 2: Develop Southern Laos tourism maps based on the visitor flows and branding
<b>7. Destination Branding</b>	
Strategy 16: Ensure the use of the Southern Laos tourism branding in both public and private sector in Southern tourism promotion	Program 1: Promote Southern Laos tourism through Southern Laos and Laos tourism branding
<b>8. Planning</b>	
Strategy 17: Develop tourism marketing strategy based on the target markets	Program 1: Dissemination Laos tourism marketing strategy for tourism stakeholders in Southern Laos
	Program 2: Develop Southern Laos tourism marketing program
	Program 3: Develop heritage interpretation plan based on the Southern Laos visitor flows
<b>9. Crisis Communication</b>	
Strategy 18: Improve crisis communication for visitors	Program 1: Disseminate Crisis communication for tourism stakeholders in Southern Laos
	Program 2: Develop crisis communication plan for visitors in Southern Laos
	Program 3: Implement crisis communication plan in Southern Laos
<b>10. Marketing Research</b>	
Strategy 19: Conduct marketing research as basis for tourism marketing plan development	Program 1: Conduct tourism marketing research based on the Southern Laos visitor flows
	Program 2: Conduct assessment tourism marketing activities based on Southern Laos visitor flows

Strategy	Program
<b>11. Strengthen human resource capacity</b>	
Strategy 20: Strengthen capacity of human resources in the tourism sector	Program 1: Build capacity of government officials in Southern Laos DICTs in online marketing
	Program 3: Build capacity of government officials in Southern Laos DICTs in travel trade fair and roadshow preparation
	Program 4: Build capacity of government officials in Southern Laos DICTs in Southern Laos DICTs in preparing and providing tourism information
	Program 5: Build capacity of government officials in Southern Laos DICTs in designing promotional materials based on the Laos tourism branding
	Program 6: Build capacity of government officials in Southern Laos DICTs in Southern Laos DICTs in marketing research
<b>12. Southern Laos Marketing Taskforce</b>	
Strategy 21: Improve collaboration among public and private sectors in Southern Laos tourism marketing	Program 1: Build capacity of the Southern Laos marketing taskforce
	Program 2: Distribute the Southern Laos tourism marketing 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 agent association based on the visitor flows	Program 1: Strengthen capacity of the travel agent association in Southern Laos
	Program 2: Strengthen capacity of the tour guide group in Southern Laos
	Program 3: Improve transportation service in Southern Laos
	Program 4: Implement tourism price control measures based on Southern Laos visitor flows
	Program 5: Implement Zero – Dollar Tourism Measure based on the Southern Laos visitor flows
<b>2. Accommodation Business Management</b>	
Strategy 23: Manage and strengthen capacity of the accommodation	Program 1: Implement the Accommodation Standard Classification along the Southern Laos visitor flows
	Program 2: Strengthen capacity of the hotel, guesthouse and restaurant association / group in Southern Laos



Strategy	Program
businesses based on the visitor flows	Program 3: Support small and medium size enterprises in the Southern Laos tourism sector in accessing online booking platform
<b>3. Tourism Standard</b>	
Strategy 24: Improve tourism standards based on the visitor flows	Program 1: Implement the ASEAN Green Hotel Standard along the Southern Laos visitor flows
	Program 2: Implement the ASEAN Spa Service Standard along the Southern Laos visitor flows
<b>4. Restaurant &amp; Entertainment Business 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 along the Southern Laos visitor flows
	Program 2: Implement human trafficking, woman and child violence prevention activities in restaurant and entertainment businesses along the Southern Laos visitor flows
	Program 3: Implement the Entertainment Business Standard along the Southern Laos visitor flows
<b>5. Tourism Site Management</b>	
Strategy 26: Manage and strengthen capacity of tourism sites based on the visitor flows	Program 1: Develop the tourism attraction management plan in Southern Laos tourism linkage and visitor flows
	Program 2: Implement the Laos tourism site standard in Southern Laos tourism linkage and visitor flows
	Program 3: Organize first aid and safety training for tourism site business in Southern Laos tourism linkage and visitor flows
<b>6. Rules &amp; Regulations</b>	
Strategy 27: Improve rules and regulations related to tourism business management	Program 1: Develop Southern Laos Tourism Management Program
	Program 2: Develop and improve rules and regulations related to tourism business management in Southern Laos
<b>7. Strengthen human resource capacity</b>	
Strategy 28: Strengthen capacity of human resources in the tourism sector in tourism management	Program 1: Build capacity of government officials in Southern Laos DICTs in tourism management
<b>8. Southern Laos tourism management taskforce</b>	
Strategy 29: Improve collaboration among	Program 1: Build capacity of the Southern Laos tourism management taskforce

Strategy	Program
public and private sectors in Southern Laos tourism management	Program 2: Distribute Southern Laos tourism management 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 in Southern Laos tourism linkage and along the visitor flows
<b>2. Tour guide training</b>	
Strategy 31: Develop human resources capacity in tour guiding skills	Program 1: Improve the knowledge and guiding skills of tour guides in Southern Laos
<b>3. Training of trainers</b>	
Strategy 32: Strengthen capacity of trainers in the tourism sector	Program 1: Build capacity of trainers on hospitality skills in Southern Laos
	Program 2: Build capacity of trainers on tour guiding in Southern Laos
<b>4. Research</b>	
Strategy 33: Conduct training need assessment for human resources in the tourism sector	Program 1: Conduct training need assessment for businesses in the tourism sector in service quality improvement based on the Southern Laos visitor flows
<b>5. Strengthen capacity of public and private education institutes in the tourism sector</b>	
Strategy 34: Strengthen capacity of public and private education institutes in the tourism sector	Program 1: Build capacity of teachers in the Southern Laos tourism sector
	Program 2: Improve demonstration facilities and equipment for education institute
	Program 3: Improve curriculums for bachelor's degree
<b>6. Implement the MICE Standard</b>	
Strategy 35: Implement the MICE Standard	Program 1: Implement the ASEAN MICE Standard based on Southern Laos visitor flows
	Program 2: Implement the Laos MICE Standard based on Southern Laos visitor flows
<b>7. Strengthen human resource capacity</b>	

Strategy 36: Strengthen capacity of human resources in the tourism sector in skills development	Program 1: Build capacity of the government officials in Southern Laos DICTs on training and assessing skills
<b>8. Planning</b>	
Strategy 37: Develop human resources skills development strategy in the tourism sector	Program 1: Develop the Southern Laos human resource skills development program
<b>9. Southern Laos skills development taskforce</b>	
Strategy 38: Improve collaboration among public and private sectors in Southern Laos skills development	Program 1: Build capacity of the Southern Laos skills development taskforce
	Program 2: Distribute Southern Laos skills development taskforce action plan implementation progress reports and future plans to members

## 14.5 Destination Management

Strategy	Program
<b>1. Destination Management</b>	
Strategy 39: Improve the collaboration among public and private sectors in destination management	Program 1: Build capacity of the Southern Laos Destination Management Network on destination management
	Program 2: Distribute Southern Laos DMN action plan implementation progress and future plans to members
Strategy 40: Improve accessibility in destination management information for public and private sectors	Program 1: Develop Southern Laos Destination Management Online Database for public and private stakeholders in the tourism sector
	Program 2: Develop the Southern Laos Tourism Online Database for public and private stakeholders in the tourism sector (based on the Southern Laos Destination Management Online Database, gather information from different sections, such as list of tourism product from the Tourism Development Section, tourism image and text library from the Tourism Marketing Section, list of tourism business from the Tourism Management Section and training curriculum from the training center)
Strategy 41: 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 2: 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>56</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>57</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 Southern Laos DMN structure consists of a Chair who provides strategic guidance. DMN secretariat provides information and coordinates with the members (Diagram 16.1). Members include public and private sector from four Southern Laos Provincial Department of Information, Culture and Tourism, there are more members are in Champasak province according to the tourism potential. District Information, Culture and Tourism Offices in Salavanh, Sekong and Attapeu should be defined in the Southern Laos tourism linkage areas. The private sector should be those who target the customers according to the Southern Laos visitor flows.

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<sup>56</sup> UNWTO Tourism Definitions, Page 16, 2019

<sup>57</sup> UNWTO Guidelines for Institutional Strengthening of Destination Management Organization, Page 13, 2019

## 16.2 Roles & Responsibilities

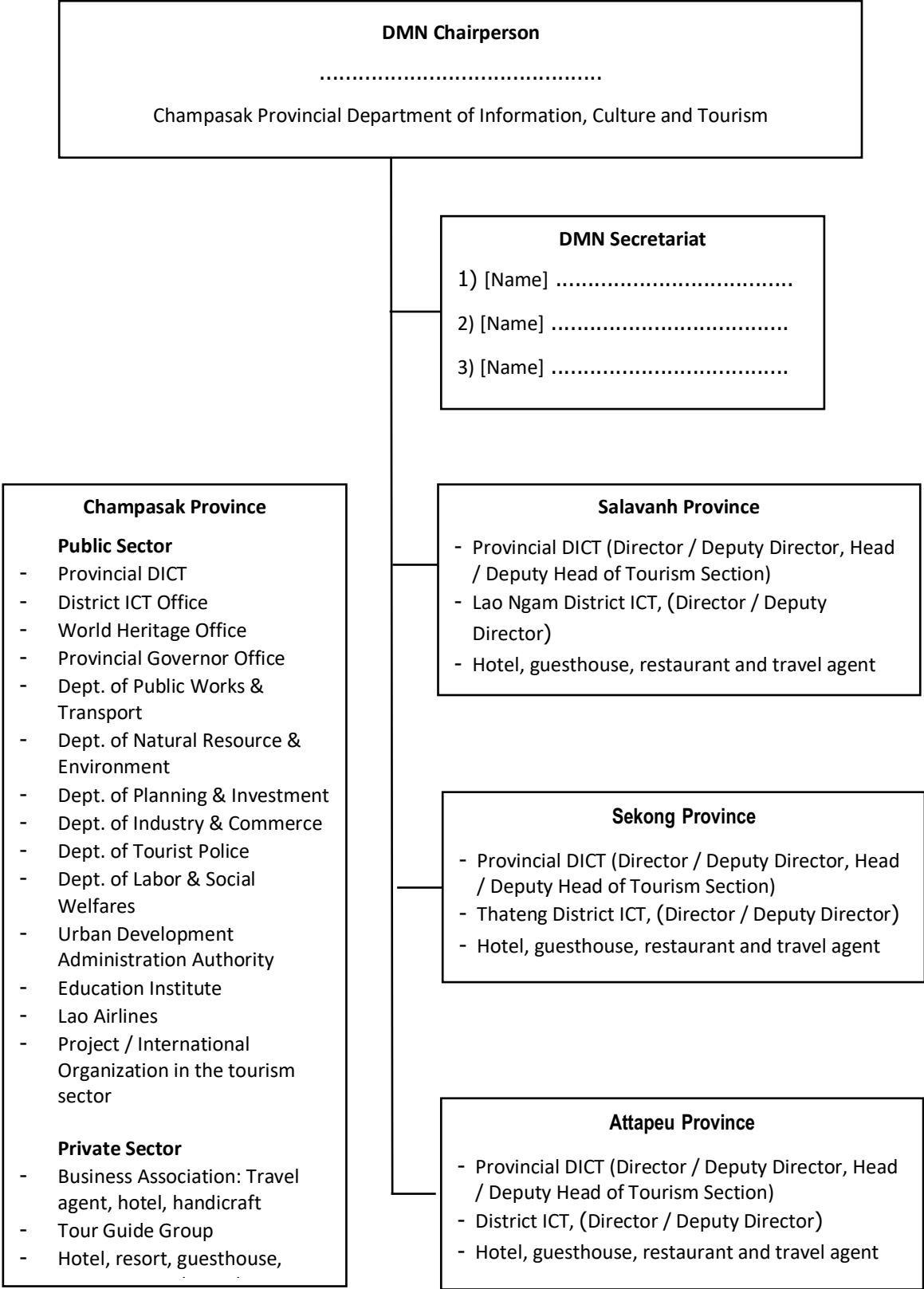
### **Chair**

- 1) Provide strategic guidance on the Southern 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 Southern Laos 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 Southern Laos Tourism Destination Management Plan 2020 – 2025
- 2) Prepare the annual and biannual DMN meetings 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
- 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: Southern Laos DMN Structure



## **Members**

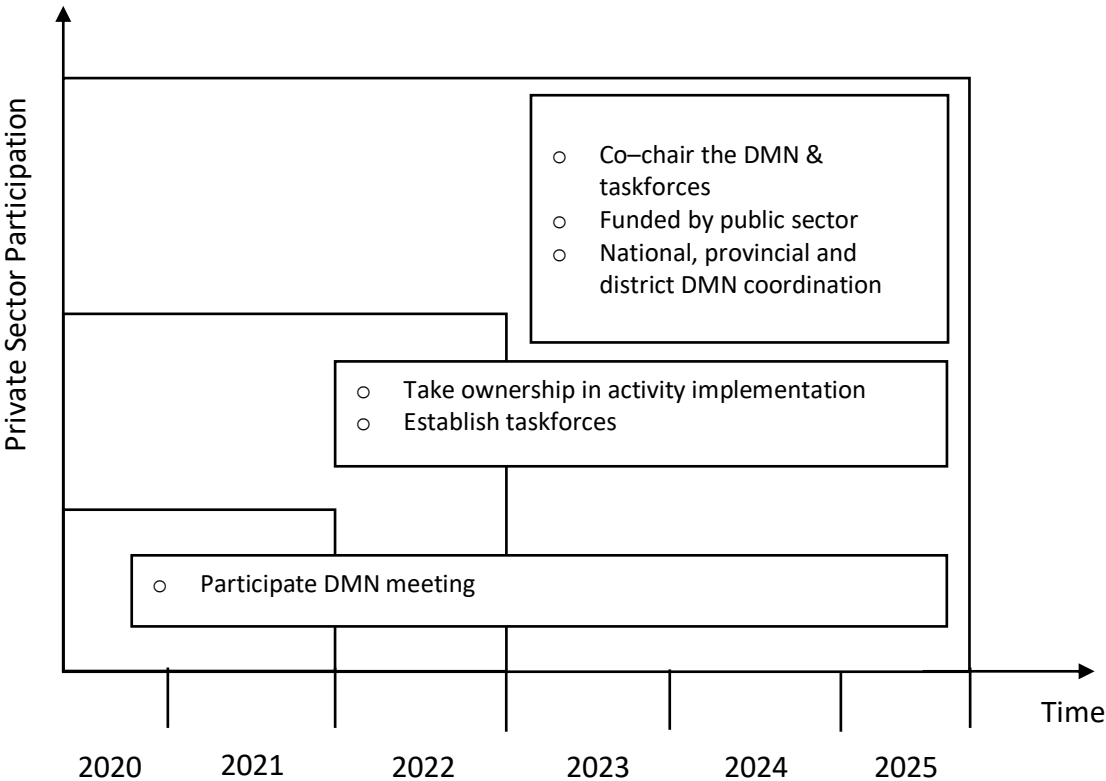
- 1) Members include public and private sectors ([Annex 1: Southern Laos DMN Members](#)). Members of the private sector should include operators that provide services along the routes of the identified visitor flows. This would allow the network to have relevant participants that can contribute ideas 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 Southern Laos Tourism Destination Management Plan 2020 – 2025
- 3) Share the activity implementation progress with the DMN secretariat in order to integrate into the DMN annual and biannual meetings. 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 Southern Laos DMN meetings, to review the implementation progress and plan for the future.



### 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, and there will not be any taskforce yet (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 lead to the taskforce establishment. By 2025, the private sector shall be the co - chair of the DMN and the taskforces, while the public sector would start to provide funding to the network. Coordination mechanism with the national DMN will be put in place.

Diagram 16.3: Private Sector Participation vs. Time



## **16.4 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.

## **16.5 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 and departments. In addition, WhatsApp can be used to communicated directly to individual stakeholder. Email and Facebook should be specific accounts of the network, such as [info.southernlaos@laos-dmn.com](mailto:info.southernlaos@laos-dmn.com) and [www.facebook.com/SouthernLaosDMN](http://www.facebook.com/SouthernLaosDMN). The website domain can be used the same at the national DMN which is [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>58</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>58</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																				
1	Planning																				
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>59</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>60</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>61</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>62</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>63</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 the 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 based on the visitor flows

<sup>59</sup> Laos Tourism Law (Updated version), National Assembly, 24 July 2013

<sup>60</sup> Destination Management Manual, Page 1, MICT

<sup>61</sup> Principles for Developing Destination Management Plans, Page 3, Visit England

<sup>62</sup> Principles for Developing Destination Management Plans, Page 3, Visit England

<sup>63</sup> Lao PDR Tourism Destination Management Plan 2016 – 2018, Page 37, MICT

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- UNWTO Tourism Highlights 2018 Edition
- The Travel & Tourism Competitiveness Report 2017, World Economic Forum
- Lao PDR Tourism Destination Management Plan 2016 – 2018
- Southern Laos Tourism Development Plan 2016 – 2020, MICT
- Country Brand Ranking 2017 - 2018, Tourism Edition, Bloom Consulting
- Laos Tourism Branding Strategy, Tourism Marketing Department, Ministry of Information, Culture and Tourism
- Laos Tourism Marketing Strategy 2019 – 2022, Tourism Marketing Department, Ministry of Information, Culture and Tourism
- Laos Tourism Law (Updated version), National Assembly, 24 July 2013
- ASEAN Green Hotel Standard, Tourism Management Department, MICT & TIIG 2 / ADB
- Destination Management Manual, Ministry of Information, Culture and Tourism
- 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, Ministry of Information, Culture and Tourism
- Principles for Developing Destination Management Plans, Visit England

## Annex

### Annex 1: Southern Laos DMN Members

No.	Organization	Name & Surname	Position
	<b>Chair</b>		
1	Champasak Province DICT		
	<b>DMN Secretariat</b>		
2	Champasak Province DICT		
3	Salavanh Province DICT		
4	Sekong Province DICT		
5	Attapeu Province DICT		
	<b>Members</b>		
	Champasak Province		
	Public Sector		
6	Champasak DICT, Tourism Development Division		
7	Champasak DICT, Tourism Development Division		
8	Champasak DICT, Tourism Marketing Division		
9	Champasak DICT, Tourism Marketing Division		
10	Champasak DICT, Tourism Management Division		
11	Champasak DICT, Tourism Management Division		
12	Champasak DICT, Training Center		
13	Champasak DICT, Training Center		
14	Pakse District Information, Culture and Tourism		
15	Khong District Information, Culture and Tourism		
16	Champasak District Information, Culture and Tourism		
17	Pathoumphone District Information, Culture and Tourism		
18	Paksong District Information, Culture and Tourism		
19	World Heritage Office		
20	Champasak Provincial Governor Office		
21	Champasak Provincial Department of Public Works and Transport		
22	Champasak Provincial Department of Natural Resource and Environment		
23	Champasak Provincial Department of Planning and Investment		

No.	Organization	Name & Surname	Position
24	Champasak Provincial Department of Industry and Commerce		
25	Champasak Provincial Department of Labor and Social Welfares		
26	Champasak Provincial Department of Tourist Police		
27	Champasak Urban Development Administration Authority		
28	Champasak University		
29	Champasak Technical and Vocational College		
30	Lao Airlines, Champasak Branch		
31	Swisscontact		
	Private Sector		
32	Champasak Provincial Association of Travel Agents		
33	Champasak Hotel and Restaurant Association		
34	Champasak Handicraft Association		
35	Champasak Tour Guide Group		
36	Champasak Grand Hotel		
37	Arawanh Riverside Hotel		
38	Pakse Hotel		
39	Residence Sisouk Hotel		
40	Mekong Paradise Hotel		
41	Athena Hotel		
42	Pakse Mekong Hotel		
43	Sala Done Khone		
44	Phoubachieng Resort		
45	Phouphieng Bolaven Travel		
46	Champanakhone Travel		
47	Diethelm Travel		
48	Exo Travel		
49	Green Asia Travel		
50	Asian Trails Laos		
51	Green Discovery		
52	Green Paradise Travel		



No.	Organization	Name & Surname	Position
	Salavanh Province		
53	Salavanh Province DICT		
54	Salavanh Province DICT		
55	Lao Ngam District Information, Culture and Tourism Office		
56	Hotel / Resort / Guesthouse / Restaurant / Travel agent		
	Sekong Province		
57	Sekong Province DICT		
58	Sekong Province DICT		
59	Thateng District Information, Culture and Tourism Office		
60	Hotel / Resort / Guesthouse / Restaurant / Travel agent		
	Attapeu Province		
61	Attapeu Province DICT		
62	Attapeu Province DICT		
63	District Information, Culture and Tourism Office		
64	Hotel / Resort / Guesthouse / Restaurant / Travel agent		

## Annex 2: Action Plan 2020

### Annex 2.1: 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 Taskforce														
1	Planning																
1.1	Develop the natural, cultural and historical heritage preservation and management plan for Southern Laos	<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>															
2	Tourism Product Development																
2.1	Implement the ASEAN Community Based Tourism Standard along the Southern Laos visitor flows	<ul style="list-style-type: none"> <li>- Work with Tourism Development Department, MICT</li> <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>															

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 Southern Laos visitor flows	<ul style="list-style-type: none"> <li>- Work with Tourism Development Department, MICT</li> <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>														
2.3	Implement the ASEAN Homestay Standard along the Southern Laos visitor flows	<ul style="list-style-type: none"> <li>- Work with Tourism Development Department, MICT</li> <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>														
2.4	Implement the Laos Homestay Standard along the Southern Laos visitor flows	<ul style="list-style-type: none"> <li>- Work with Tourism Development Department, MICT</li> <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>														

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 Southern Laos 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 Department of Industry and Commerce</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
2.6	Develop and promote local event & festival for tourism along the Southern Laos 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>														
2.7	Conduct research and develop tourism routes in Southern Laos tourism linkage areas	<ul style="list-style-type: none"> <li>- Identify tourism routes that could link with existing visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2.8	Develop Southern Laos tourism products and link with regional products															
2.9	Establish SMEs supporting fund (Win – Win Project and SMEs Matching Fund) for business development in the Southern Laos tourism sector	<ul style="list-style-type: none"> <li>- Select business based on activities, such as CBT, homestay, handicraft producers, etc.</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
2.10	Implement Laos Tourism Attraction Standard in Southern Laos tourism linkage	<ul style="list-style-type: none"> <li>- Work with Tourism Development Department, MICT</li> <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>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
3	Tourism Site Research & Allocation															
3.1	Conduct tourism site research and allocation in Southern Laos tourism linkage and along the visitor flows	- Identify research and allocation areas based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														
3.2	Improve tourism site listing in Southern Laos	- Identify data collection areas based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														
4	Environmental protection															
4.1	Implement the ASEAN Clean Tourist City Standard in Southern Laos	- Work with Tourism Development Department, MICT - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4.2	Implement the ASEAN Sustainable Tourism Award in Southern Laos	<ul style="list-style-type: none"> <li>- Identify potential award recipients based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
4.3	Implement the responsible tourism activities, such as single use plastic reduction: drinking bottle, straw, plastic bag, etc. in Southern Laos	<ul style="list-style-type: none"> <li>- Implement activities based on the visitor flows</li> <li>- Work with other organizations who have experience on the topic</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
4.4	Improve waste management in Southern Laos															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
5	Safety & Security															
5.1	Develop the Safety & Security Plan for visitors in Southern 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</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>														
5.2	Develop rules and regulations for risky tourism activities in Southern 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</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>														



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
5.3	Provide safety and security information for visitors along the Southern Laos 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 sites, brochures, etc.)</li> </ul>														
5.4	Strengthen capacity of the tourist safety and security agencies in Southern Laos	<ul style="list-style-type: none"> <li>- Identify activities based on the visitor flows</li> <li>- Work with other relevant organizations, such as Tourist Police Department</li> </ul>														
5.5	Develop the emergency notification system for visitors that is accessible anywhere and anytime in Southern Laos	<ul style="list-style-type: none"> <li>- Includes on the Laos tourism mobile application, such as tourist police hotline who can communicate in English, contacts of embassy</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
6	Infrastructure Development															
6.1	Implement the ASEAN Public Toilet Standard in Southern Laos tourism linkage and along the visitor flows	<ul style="list-style-type: none"> <li>- Work with Tourism Development Department, MICT</li> <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>														
6.2	Implement the Laos Public Toilet Standard in Southern Laos tourism linkage and 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>														
6.3	Improve facilities in tourism sites for elderly and disable visitors in Southern Laos tourism linkage and 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>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
6.4	Develop directional signpost to tourism sites in Southern Laos tourism linkage and 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														
6.5	Develop and improve tourism information centers in Southern Laos tourism linkage and 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														
6.6	Develop and improve resting areas in Southern Laos tourism linkage and along the visitor flows															
6.7	Develop prohibited, warning and information signs at tourism sites in Southern Laos tourism linkage and along the visitor flows															

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

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 the training on tourism planning and development for government officials in Southern Laos															
8.2	Organize the training on Tourism site research and allocation for government officials in Southern Laos															
8.3	Provide equipment for tourism site research and allocation for government officials in Southern Laos, such as GPS, Drone and computer															
8.4	Organize the training on tourism statistic data collection system for government officials in Southern Laos															
8.5	Provide equipment for tourism statistic data system for government officials in Southern Laos															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
9	Southern Laos Tourism Development Taskforce															
9.1	Establish the Southern Laos tourism 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 that there are members who can provide insights about the flows														
9.2	Provide equipment for the Southern Laos tourism development taskforce															
9.3	Organize the Southern Laos tourism development taskforce meeting which aims to review action plan implementation progress for plan for the future	- Invite members or stakeholders who are involved in the action plan implementation to the meeting														
9.4	Distribute action plan implementation progress reports and plan via online channel and social media: Facebook: Southern Laos DMN	- Write a short article and post pictures on social media														

## Annex 2.2: 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 Taskforce													
1	Online Marketing															
1.1	Develop Southern Laos tourism Images & Text Library that can be accessed anywhere and anytime and link with Laos tourism image and text library	<ul style="list-style-type: none"> <li>- Use the same system with the Tourism marketing department</li> <li>- Categorize image and text based on traveler typology and visitor flows</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>														
1.2	Improve Southern Laos tourism website based on the Southern Laos branding and visitor flows	<ul style="list-style-type: none"> <li>- Categorize information based on the visitor flows</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.3	Improve the Southern Laos information on Laos tourism mobile application based on the visitor flows	No need to develop a specific App for Southern Laos, but create a specific page on the Laos tourism mobile App														
1.4	Improve Southern Laos tourism information on social media and other tourism websites based on the need of the visitor flows	<ul style="list-style-type: none"> <li>- Ensure the 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> </ul>														
1.5	Improve Southern Laos 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>														



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 Southern Laos tourism branding 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>- Monitor and assess performance and the results after participating at fairs</li> </ul>														
2.1.1	Organize the Southern Laos Travel Trade Fair															
2.2	Regional Travel Trade Fairs															
2.2.1	Participate the ITB Asia Travel Trade Fair in Singapore															
2.2.2	Participate the travel trade fair in Thailand															
2.3	Organize the road Show to visit travel agent in ...															

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, media and bloggers along the Southern Laos 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>														
3.2	Develop interpretation boards at tourism sites in Southern Laos tourism linkage and 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>														
3.3	Develop the Southern 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 Southern Laos tourism branding</li> </ul>														

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 Southern Laos tourism based on the visitor flows	<ul style="list-style-type: none"> <li>- Select the social media influencer based on the visitor flows</li> <li>- Design the content based on the visitor flows and Southern Laos tourism branding</li> <li>- Use the contents for other online marketing</li> </ul>														
3.5	Establish slush fund for international media and bloggers	<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 Southern Laos tourism website</li> </ul>														
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>														

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	Improve tourist information centers in tourism sites in Southern Laos tourism linkage and visitor flows	- Design the information center based on the visitor flows and Southern Laos tourism branding														
5	Event															
5.1	Support private sector in arranging the Bolaven Trail Run event to promote southern tourism	- Let the private sector take ownership, public sector to provide technical and financial support - Design the events based on the visitor flows and the Laos tourism branding strategy														
5.2	Support private sector in arranging the Coffee Festival to promote Southern tourism															

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 unique local event and festival to promote Southern Laos tourism															
6	Printing material															
6.1	Develop Southern Laos tourism brochures based 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 Southern Laos tourism branding</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>														
6.2	Develop Southern Laos 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 brochure based on the visitor flows and Southern Laos tourism branding</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
7	Destination Branding															
7.1	Improve the Southern Laos – Charming by Nature branding guideline for tourism stakeholders in Southern Laos															
7.2	Disseminate the Laos Simply Beautiful Branding Guideline for tourism stakeholders in Southern Laos	<ul style="list-style-type: none"> <li>- Include in the Southern Laos tourism image and text library and Southern Laos tourism destination online database</li> <li>- Tourism stakeholders can download different size of images based on their purpose</li> </ul>														
8	Planning															
8.1	Organize dissemination workshops on Laos tourism marketing strategy 2019 – 2022 for tourism stakeholders in Southern Laos	<ul style="list-style-type: none"> <li>- Work with the Tourism marketing department, MICT</li> <li>- Provide recommendations on development of tourism marketing program based on the Laos tourism marketing strategy</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
8.2	Develop the Southern Laos tourism marketing program	<ul style="list-style-type: none"> <li>- Based on the Laos tourism marketing strategy 2019 – 2022 and Southern Laos DMP 2020 – 2025</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
8.3	Develop the heritage interpretation plan based on the Southern Laos 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>														
9	Crisis Communication															
9.1	Organize dissemination workshop on Crisis communication for tourism stakeholders in Southern Laos	<ul style="list-style-type: none"> <li>- Work with the Tourism marketing department, MICT</li> <li>- Based on the ASEAN Tourism Crisis Communications Manual</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
9.2	Develop crisis communication plan for visitors in Southern Laos	<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>														
9.3	Implement the crisis communication plan in Southern Laos	<ul style="list-style-type: none"> <li>- Include the notification function in case there is crisis as well as how to response on Laos tourism mobile application</li> </ul>														
10	Market Research															
10.1	Conduct tourism marketing research based on the Southern Laos visitor flows	<ul style="list-style-type: none"> <li>- Identify target interview based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation based on the research findings</li> </ul>														



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 tourism marketing activity based on Southern Laos visitor flows	- Identify target interview based on the visitor flows - Provide recommendations for other taskforces on action plan implementation based on the research findings														
11	Strengthen human resource capacity															
11.1	Organize a training on Southern Laos tourism image and text library for government officials in the Southern Laos tourism sector															
11.2	Organize a training on Southern Laos website management for government officials in the Southern Laos tourism sector															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
11.3	Organize a training on Laos Mobile Tourism Application management for government officials in the Southern Laos tourism sector															
11.4	Organize a training on social media for tourism promotion for government officials in the Southern Laos tourism sector															
11.5	Organize a training on travel trade fair and roadshow preparation for government officials in the Southern Laos tourism sector															
11.6	Organize a training on tourist information service for government officials in the Southern Laos tourism sector															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
11.7	Organize a training on Southern Laos Tourism Branding Utilization for government officials in the Southern Laos tourism sector															
11.8	Organize a training on printing material design software based on Southern Laos Branding for government officials in the Southern Laos tourism sector															
11.9	Organize a training on marketing research based on the Southern Laos visitor flows for government officials in the Southern Laos tourism sector															
12	Southern Laos Tourism Marketing Taskforce															
12.1	Establish the Southern Laos 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														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
12.2	Provide equipment for the Southern Laos tourism marketing taskforce															
12.3	Organize the Southern Laos 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														
12.4	Distribute action plan implementation progress reports and plans via online channel and social media: Facebook: Southern Laos DMN	- Write a short article and post picture on social media														

### Annex 2.3: 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 Taskforce													
1	Travel Agent Management															
1.1	Strengthen capacity of travel agent association in Southern Laos	<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>														

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 tour guide group in Southern Laos	<ul style="list-style-type: none"> <li>- Enhance the roles of the group in destination management</li> <li>- Provide incentives the group members to be actively involved in the action plan implementation and other benefits</li> <li>- Organize training and exposure trip related to group management and administration for the management board and members</li> <li>- Provide equipment for the group office</li> <li>- Support the group to take ownership in activity implementation, such as coordinating with members to participate in tour guides training</li> </ul>															
1.3	Improve transportation service in Southern Laos																

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.4	Implement tourism price control measures based on Southern Laos 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>														
1.5	Implement Zero – Dollar Tourism Measure based on the Southern Laos visitor flows	<ul style="list-style-type: none"> <li>- Collect data based on the visitor flows</li> </ul>														
2	Accommodation Business Management															
2.1	Implement the Accommodation Standard Classification along the Southern Laos visitor flows															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2.2	Strengthen capacity of the hotel, guesthouse and restaurant association / group in Southern Laos	<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>														



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 the Southern Laos tourism sector in accessing online booking platform	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Apply online booking system, such as Agoda, Booking.com, etc.</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
3	Tourism Standard															
3.1	Implement the ASEAN Green Hotel Standard along the Southern Laos visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide incentives for hotel association members</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														

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 Southern Laos visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide incentives for hotel association members</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
4	Restaurant & Entertainment Business Management															
4.1	Implement the Laos Restaurant Safety & Cleanliness Standard along the Southern Laos visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Work with relevant organizations, such as Department of Industry and Commerce</li> <li>- Strengthen capacity of the provincial committee those 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>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4.2	Implement the human trafficking, woman and child violence prevention activities for restaurant and entertainment businesses along the Southern Laos visitor flows	- Identify tourism businesses based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														
4.3	Implement the Entertainment Business Standard along the Southern Laos visitor flows	- Expand from the Decree on entertainment - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														
5	Tourism Site Management															
5.1	Develop tourism attraction management plan in Southern Laos tourism linkage and visitor flows															
5.2	Implement Laos tourism site standard in Southern Laos tourism linkage and visitor flows	- Tourism Development Section leads; tourism management section provides support and participation														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
5.3	Organize first aid and safety training for tourism site business in Southern Laos tourism linkage and visitor flows															
6	Rule & Regulation															
6.1	Develop the Southern Laos Tourism Management Program	- Identify tourism businesses based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														
6.2	Develop and improve rules and regulations related to tourism business management in Southern Laos															
6.3	Disseminate the government agreement on off road car and big bike tour in Southern Laos															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
6.4	Disseminate the government agreement on sport event for tourism promotion, including Marathon, Trail Run and Cycling in Southern Laos															
7	Strengthen human resource capacity															
7.1	Organize a training on tourism management for government officials in the Southern Laos tourism sector															
7.2	Provide equipment for noise measurement in restaurant and entertainment business for tourism management section in Southern Laos															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
8	Southern Laos tourism management taskforce															
8.1	Establish the Southern Laos 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														
8.2	Provide equipment for the Southern Laos tourism management taskforce															
8.3	Organize the Southern Laos 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														
8.4	Distribute the action plan implementation progress report and future plans via online channel and social media: Facebook: Southern Laos DMN	- Write a short article and post pictures on social media														

## Annex 2.4: 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		Training Center														
1	Hospitality Skills Training																
1.1	Organize trainings on hospitality skills for hotel, guesthouse and restaurant in Southern Laos tourism linkage and along the visitor flows	<ul style="list-style-type: none"> <li>- Organize trainings for businesses based on the visitor flows</li> <li>- Provide incentives for the hotel association members</li> <li>- Lead by IMCT trainers in collaboration with the provincial DICT trainers and hotel association trainers</li> </ul>															
1.2	Organize trainings on customer care and service quality improvement for hotels, guesthouses and restaurants management in Southern Laos tourism linkage and along the visitor flows																
1.3	Organize trainings on Standard Operating Procedure (SOP) for small and medium size hotels, guesthouses and restaurants in in Southern Laos tourism linkage and along the visitor flows																

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 safety and cleanliness for restaurants in Southern Laos tourism linkage and along the visitor flows																
1.5	Organize trainings on hospitality skills for homestays in Southern Laos tourism linkage and along the visitor flows																
1.6	Organize trainings on tourism marketing for small and medium size businesses in Southern Laos tourism linkage and along the visitor flows																
2	Tour guides training																
2.1	Organize provincial tour guides training in Southern Laos	<ul style="list-style-type: none"> <li>- Work with the provincial tour guide group and travel agent association in reaching their members</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>															



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020												
					1	2	3	4	5	6	7	8	9	10	11	12	
2.2	Organize trainings on heritage guide in Southern Laos																
2.3	Organize trainings on local guide in Southern Laos																
3	Training of trainer																
3.1	Organize training of trainers on hospitality skills for public and private sectors in Southern Laos																
3.2	Organize training of trainers on Standard Operating Procedure (SOP) for government officials in Southern Laos																
3.3	Organize training of trainers on tourism marketing for government officials in Southern Laos																

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
3.4	Organize training of trainers on tour guide for government officials in Southern Laos															
3.5	Organize training of trainers on heritage guide for government officials in Southern Laos															
4	Research															
4.1	Conduct training needs assessment of hotels, guesthouses and restaurants in service quality improvement based on the Southern Laos visitor flows	<ul style="list-style-type: none"> <li>- Collect data of businesses based on the visitor flows</li> <li>- Work with the IMCT and relevant organizations</li> <li>- Compare the need of private sector and visitor reviews</li> </ul>														
4.2	Conduct training needs assessment of travel agents in tour guiding service quality improvement based on the Southern Laos visitor flows															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4.3	Conduct assessment of existing tour guides who have participated training in Southern Laos															
4.4	Conduct assessment of existing staff who have participated trainings in Southern Laos															
4.5	Conduct assessment of staff in hotels, guesthouses and restaurants who have participated trainings on food safety and cleanliness in Southern Laos															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
5	Strengthen capacity of public and private education institutes															
5.1	Build capacity of teachers in the Southern Laos tourism sector through training and exposure trip in Laos and abroad															
5.2	Improve demonstration facilities of the institutes															
5.3	Provide necessary training equipment for teachers	- Apart from the hard components, provide relevant documents, such as the ASEAN and Laos standards														
5.4	Improve training curriculum															
6	Implement MICE Standard															
6.1	Implement the ASEAN MICE Standard based on Southern Laos visitor flows	- Identify tourism business based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
6.2	Implement the Laos MICE Standard based on Southern Laos visitor flows	- Identify tourism business based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														
7	Strengthen human resource capacity															
7.1	Organize a training on training need assessment and how to use data analytic software for government officials in the Southern Laos tourism sector															
7.2	Organize a training of trainer and assessor on ASEAN standard for government officials in the Southern Laos tourism sector															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
8	Planning															
8.1	Develop the Southern Laos human resources skills development program															
9	Southern Laos Skills Development Taskforce															
9.1	Establish the Southern Laos 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 insight about the flows														
9.2	Provide equipment for the Southern Laos skills development taskforce															
9.3	Organize the Southern Laos skills development taskforce meeting which aims to review action plan implementation progress for plan for the future	- Invite members or stakeholders who are involved in the action plan implementation to the meeting														
9.4	Distribute action plan implementation progress report and future plans via online channel and social media: Facebook: Southern Laos DMN	- Write a short article and post pictures on social media														

## Annex 2.5: 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 Southern 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>														
1.2	Provide necessary equipment for the Southern Laos DMN															
1.3	Organize a training on destination management for Southern Laos DMN members															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.4	Organize a training on workshop preparation and facilitation skills for taskforce coordinators and DMN secretariat															
1.5	Organize a training on proposal writing and access to finance for public and private sector in Southern Laos															
1.6	Improve English communication skills for Southern Laos DMN members															
1.7	Organize exposure trips on destination management in Laos and in the region for Southern Laos DMN members	<ul style="list-style-type: none"> <li>- Identify potential destination that can be a model on public and private sector collaboration</li> <li>- If it is possible, select the destination that apply visitor flow analysis approach and have existing network among public and private sectors</li> </ul>														



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.8	Organize the Southern Laos DMN meeting to review action plan implementation progress and future planning															
1.9	Distribute action plan implementation progress reports and future plans via online channel and social media: Facebook: Southern Laos DMN															
1.10	Develop and distribute weekly and monthly Newsletters on destination management to the Southern Laos tourism stakeholders															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2	Southern Laos Destination Management Online Database															
2.1	Develop the Southern 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 Southern Laos Tourism Online Database in the future</li> </ul>														
3	Monitoring and Evaluation															
3.1	Implement the destination management monitoring and evaluation activities															



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