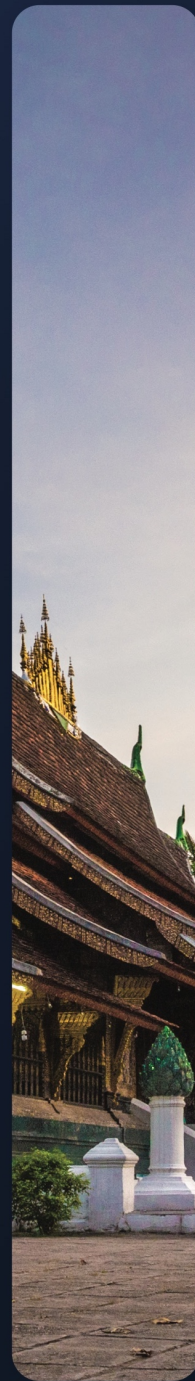
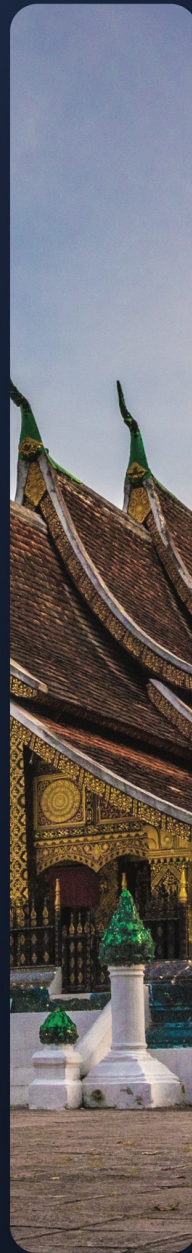
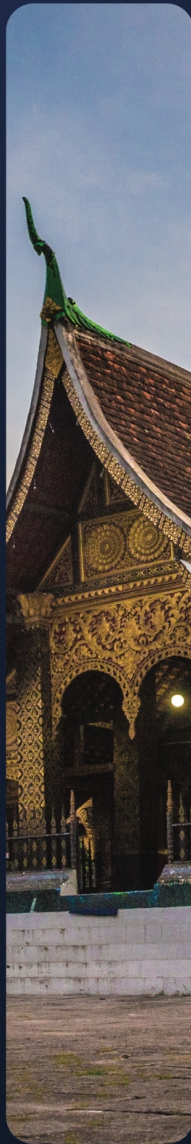




# Luang Prabang Tourism Destination Management Plan 2020 – 2025



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## Acknowledgement

It has been a challenging time for the Luang Prabang 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 22% in 2018 as a result of the Visit Laos Year Campaign, but 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 Luang Prabang 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 Luang Prabang 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 Luang Prabang Provincial Department of Information, Culture and Tourism director and deputy director, 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 Luang Prabang tourism development as well as the social and economic development of the province 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 Nations 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 Lao 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 to key challenges such as the responsible organizations were not clearly defined, the implementation duration was too broad and the lack of financial support.

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

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

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



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

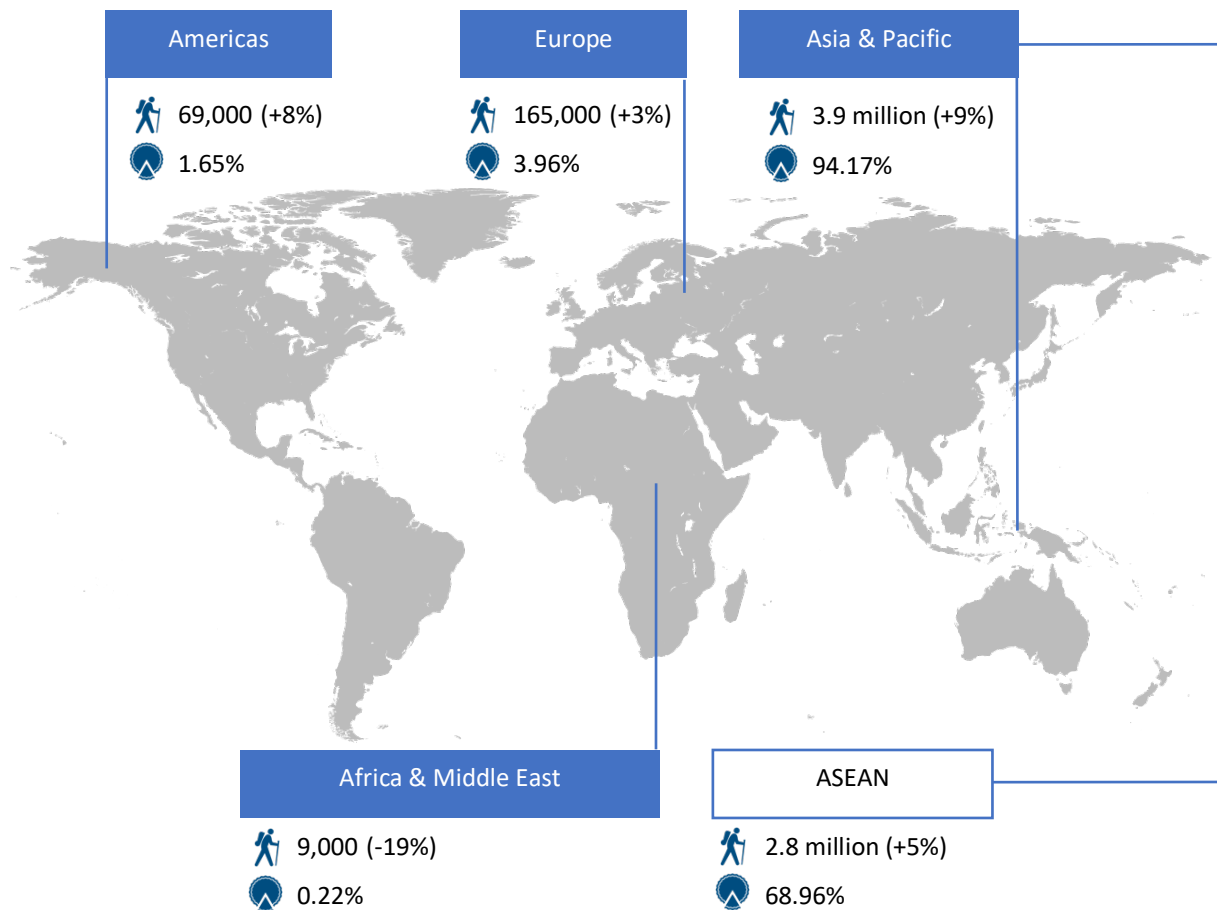
However, the private sector participation was only slightly improved as the DMN structure was mostly dominated by the public sector.

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

## 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.

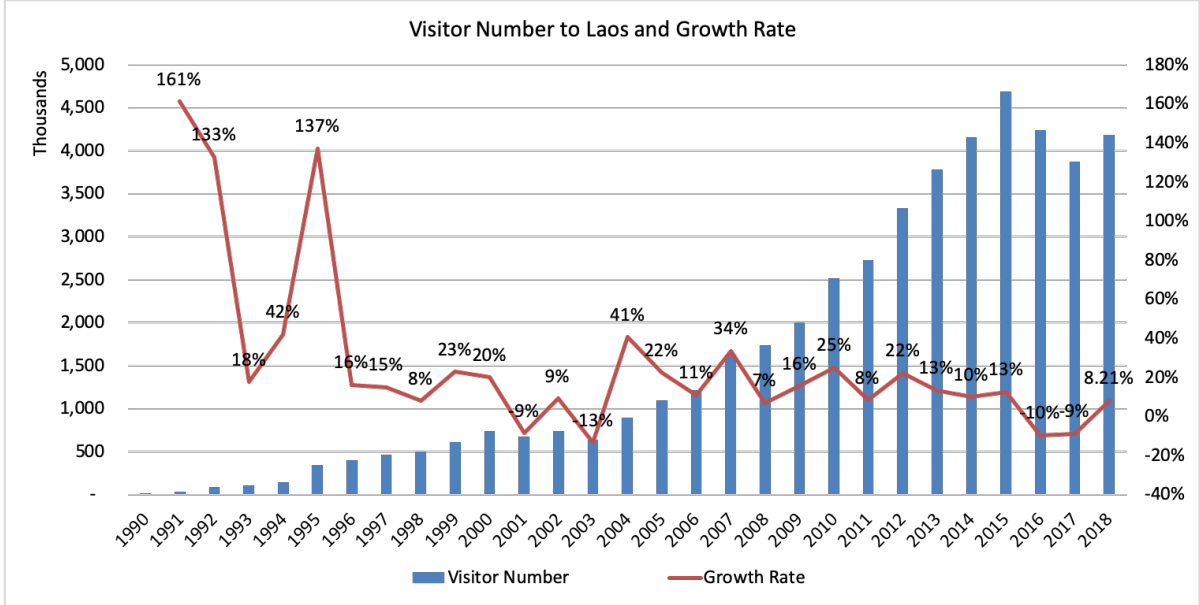
Diagram 2.1: Number of Visitor to Laos by Region



<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

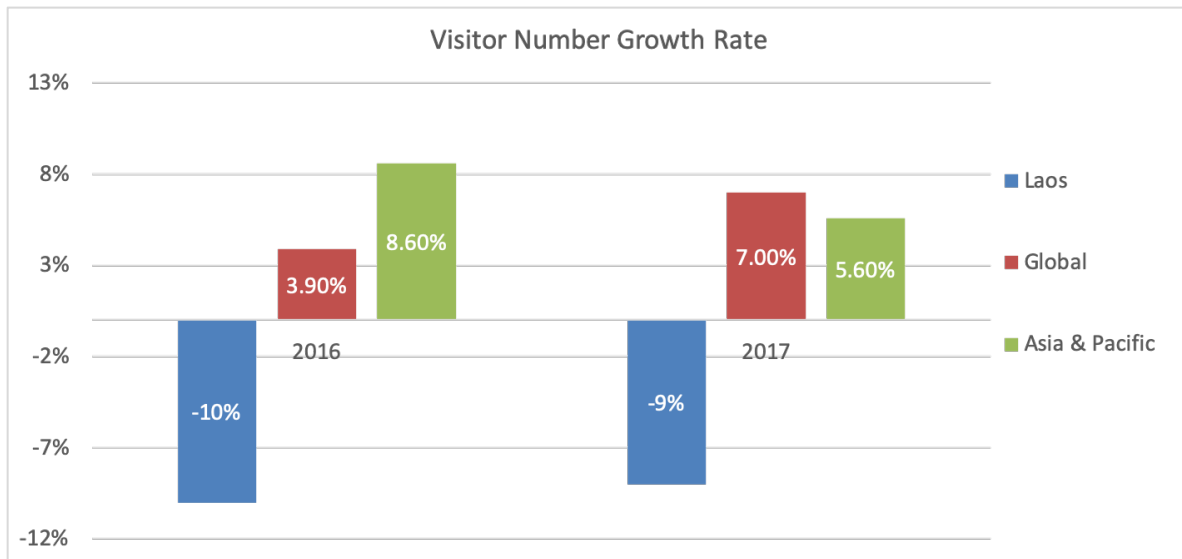


On the other hand, there had been an increasing trend in global and regional tourism visitation, which saw worldwide international arrivals of 1,235 million in 2016 and increase of 3.9% compared to the previous year<sup>4</sup>. The Asia and Pacific visitors increased by 8.6%. In 2017, international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



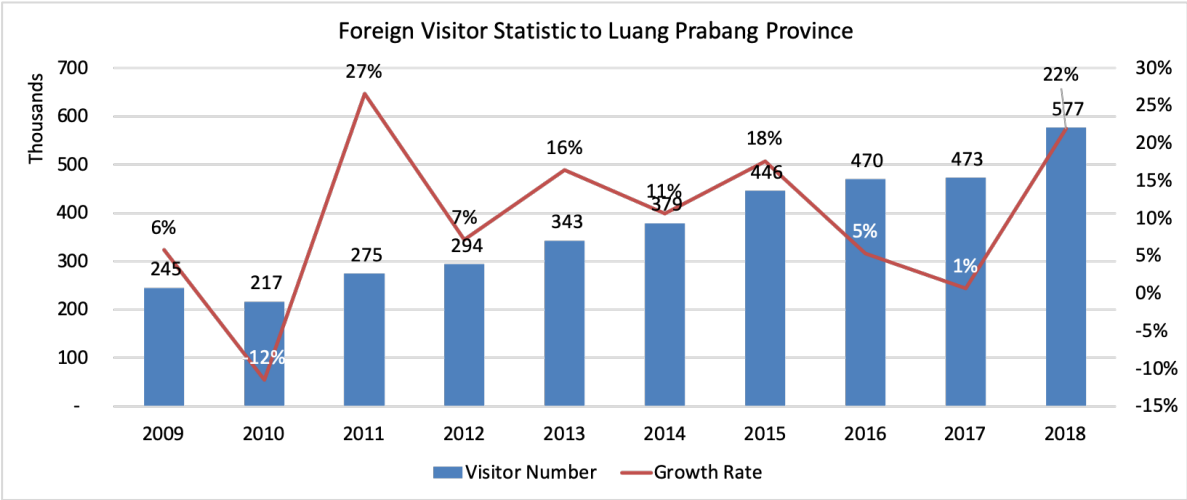
According to the above tourism statistics, it can be concluded that the decline in visitor numbers to Laos in the last couple of years was not only a result of the external factors, which saw less people travelling, however internal factors also play a major role.

There were 576,610 people visited Luang Prabang in 2018, grew 22% compared to the previous year and generated 237 million USD<sup>6</sup>. There had been an increasing number of visitors to Luang Prabang, but the growth was small and unstable. The visitor number decreased in 2016 – 2017 which was similar situation to the overall Laos tourism (Diagram 2.4).

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<sup>6</sup> Tourism Statistic in 2000 - 2018, Tourism Section, Luang Prabang Provincial Information, Culture and Tourism Department, January 2019

Diagram 2.4: Foreign Visitor Statistic to Luang Prabang Province



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> Luang Prabang Tourism Destination Management Plan 2016 – 2018, Page 44, MICT

### 3.1 International Large Group Flow

Characteristic	The Majority comes from European countries and Australia. 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, handrail, 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 October to March
How many?	234,000 people (Total number of European and Australian visitors) to Luang Prabang in 2018, but there is no specific statistic for this visitor flow)
Average Spending / Person / Day	150+ USD / Person / Day
Average Length of Stay	4 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>	Friend and family
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Luang Prabang has cultural heritage and authentic nature</li> <li>– Quiet, peaceful and safe</li> </ul>

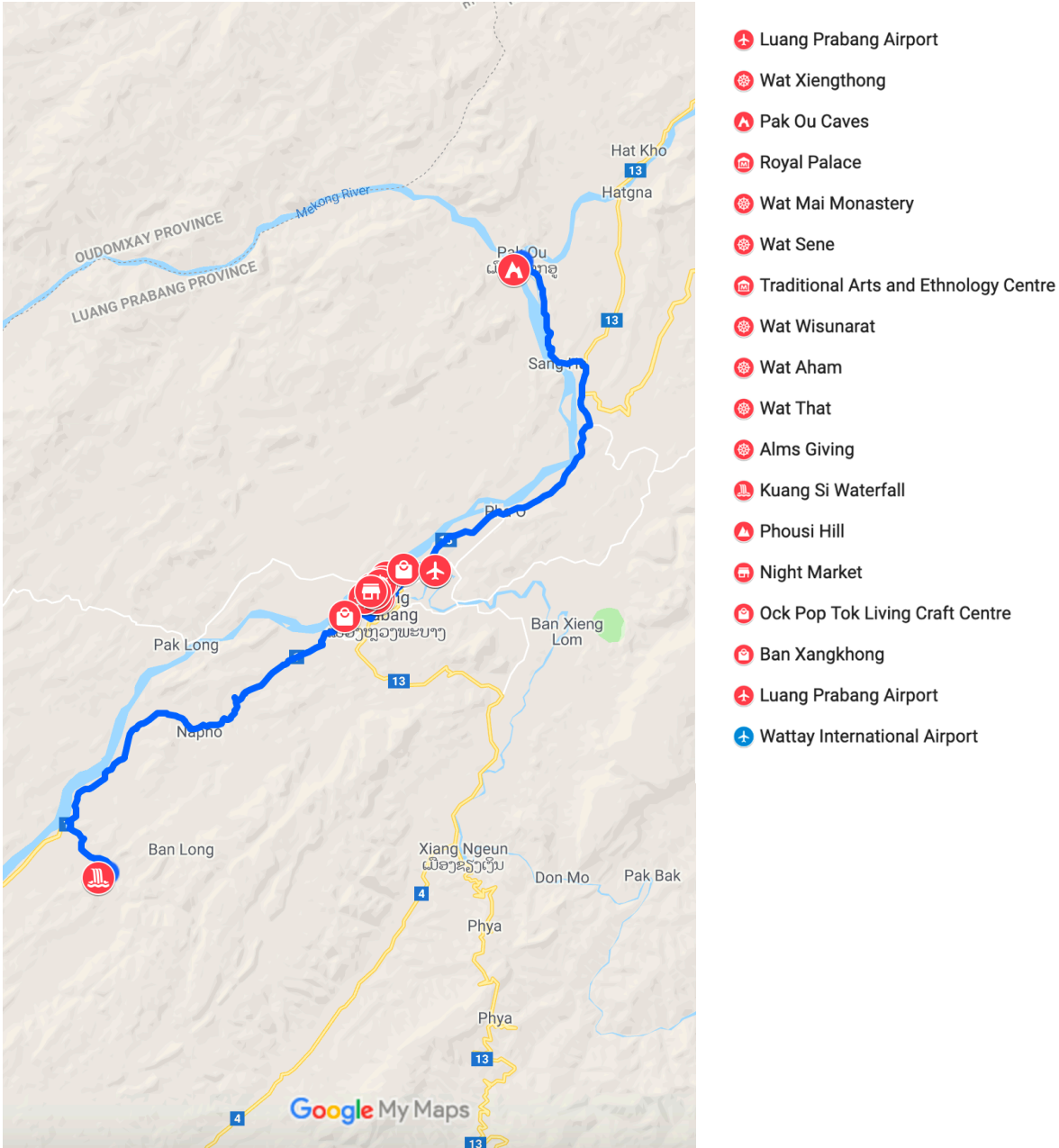
<sup>9</sup> Travel agent and attraction organization that keep the supply network together. They are interest in the continuation of the flow. Reference: The St. Gallen Model for Destination Management, page 56.

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

Weakness	<ul style="list-style-type: none"> <li>– Limited quality of staff service in hotels, guesthouses, restaurants, spa services and tour guides</li> <li>– Limited number of tour guides, particularly French, Spanish, German and Italian speaking guides. Lack of planning to develop the skills of these specific tour guides.</li> <li>– Lack of statistic of visitor flow, such as number of visitors, average spending per person per day, satisfaction, etc.</li> <li>– Limited facility for the elderly and people with special needs in tourism sites</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Easy access to technology for visitors these days, that enable them to access to tourism information. Online marketing can be more specific or targeted, effective and measurable in real time.</li> <li>– Can apply for visas online. Visitors have easier access to Laos.</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– European visitor covers only a proportion of the total visitors. only 4% of the total visitors to Laos in 2018. The growth rate was low, only +3% in 2018.</li> <li>– Slow economic growth is challenging for the tourism sector.</li> </ul>



Map 3.1: International Large Group Flow



Online map: <http://bit.ly/3465VcW>

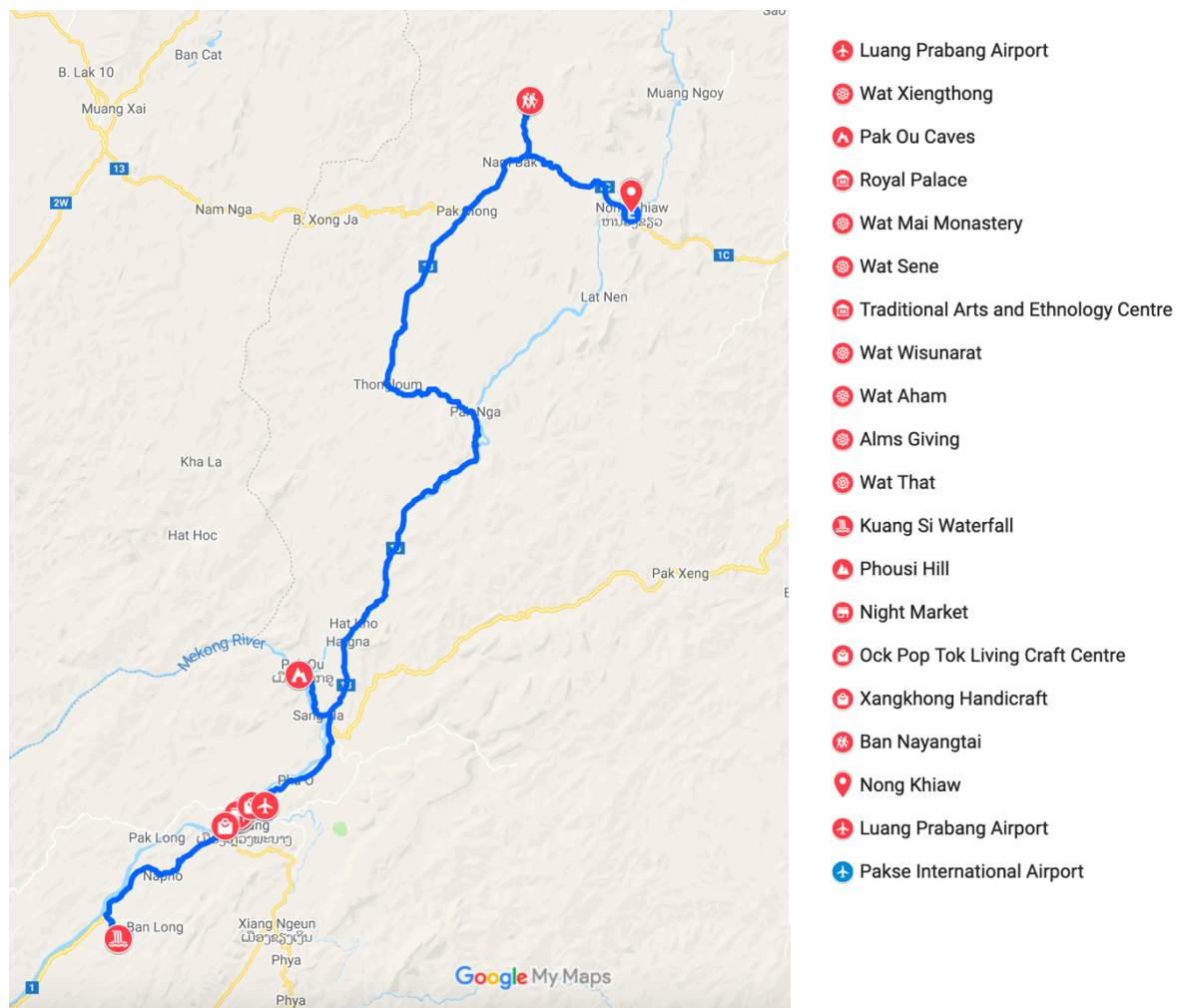
Source: [Exo Travel](#), [Dielthem Travel](#), [Asian Trails](#)

### 3.2 International Small Group Flow

Characteristic	The majority comes from European countries, Australia and Japan. Books with travel agents, travels in a small group of 2 – 8 people. 35 – 70 years old. Itinerary is tailor-made according to their needs. Travels to Luang Prabang and Southern Laos, including Champasak, Salavanh, Sekong and Attapeu provinces. Travels around the city by minivan together with tour guide who takes care of everything. Stays at 3 – stars hotels or higher or boutique hotels. They like to interact and do experiential activities. They need good infrastructure to access 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 October to March
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	150+ USD / Person / Day
Average Length of Stay	4 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 Maven	Friends and families
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Luang Prabang has cultural heritage and authentic nature</li> <li>– Quiet, peaceful and safe</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited experiential products in both quality and quantity</li> <li>– Limited quality of service staff in hotels, guesthouses, restaurants, spa services and tour guides</li> <li>– Limited facility for the elderly and people with special needs in tourism sites</li> </ul>

Opportunity	<ul style="list-style-type: none"> <li>- Easy access to technology for visitors that enable them to access to tourism information. Online marketing can be more specific / targeted, effective and measurable in real time.</li> <li>- Can apply for visas online; visitors have easier access to Laos</li> </ul>
Threat	<ul style="list-style-type: none"> <li>- Current economic situation is still challenging</li> </ul>

Map 3.2: International Small Group Flow



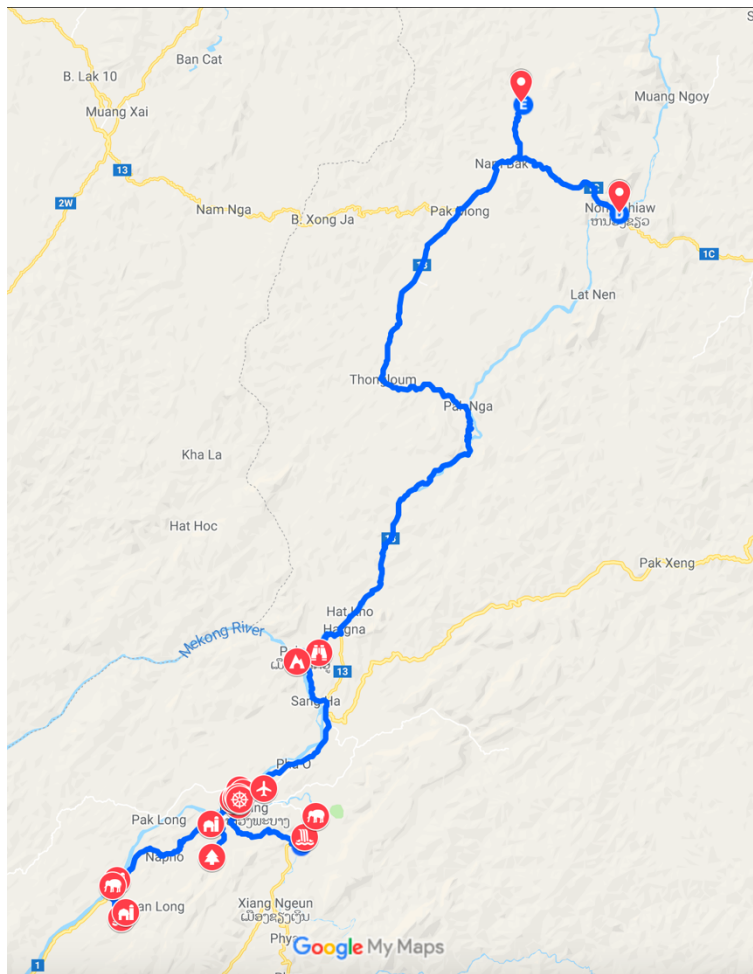
Online map: <http://bit.ly/2mWcTkp>

### 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. Travels to Vientiane Capital, Vang Vieng, Luang Prabang and Southern Laos. Medium to high budget. They prepare and travel on their own because they prefer to be independent and they are technology savvy. They search things to do on TripAdvisor, Lonely Planet or the destination website. They book flight tickets on Expedia or other online booking platforms and book accommodations through Agoda or Booking.com. They use local guides, spa services and like to experience local culture. Travels to different provinces by plane and visit tourist information center
Motivation / Interest	<ul style="list-style-type: none"> <li>– To experience cultural heritage and authentic nature</li> <li>– To escape from work</li> </ul>
When do they come?	All year round, peak season is from November to March
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	50 – 100+ USD / Person / Day
Average Length of Stay	4 – 7 days
System Heads	Agoda, booking.com, hotels.com, Off Road Laos Adventures, Tiger Trails
Market Maven	Friends, travelers, TripAdvisor, Luang Prabang Tourism Website, tourist information centers
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Luang Prabang has cultural heritage and authentic nature</li> <li>– Quiet, peaceful and safe</li> </ul>

Weakness	<ul style="list-style-type: none"> <li>– Limited online tourism information and accessibility, such as Google map, TripAdvisor, Lonely planet, Travelfish, Facebook, IG, etc.</li> <li>– Limited access to homestay information in the provinces</li> <li>– Limited experiential products</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Easy access to technology for visitors enables access to online tourism information</li> <li>– Visa can be applied online; visitors have easier access to Laos</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Internet signal is not widely covered; finding online information is difficult</li> <li>– Technology development of neighboring countries</li> </ul>

Map 3.3: International Experiential FIT Flow



- Vang Vieng
- Kuang Si Waterfall
- Night Market
- Wat Xiengthong
- Phousi Hill
- The Living Land Company
- Kuang Si Butterfly Farm
- Alms Giving
- UXO - Unexploded Ordinance Information C...
- Pha Tad Ke / Botanical Garden
- Tat Sae Waterfalls
- Royal Palace
- Traditional Arts and Ethnology Centre
- Morning market
- Laos Buffalo Dairy
- Nahm Dong Park
- Wat Mai Monastery
- Wat Xieng Mouane
- Wat Sene
- Wat Wisunarat
- Nam Ou River
- Wat Chomphet
- Luang Prabang Library
- Wat Sop Sikkharam
- Wat Chom Si
- Wat Aham
- Pak Ou Caves
- Luang Prabang Elephants camp
- Elephant Village Ban Xieng Lom
- Ban Nayangtai
- Nong Khiaw
- Luang Prabang Airport
- Pakse International Airport

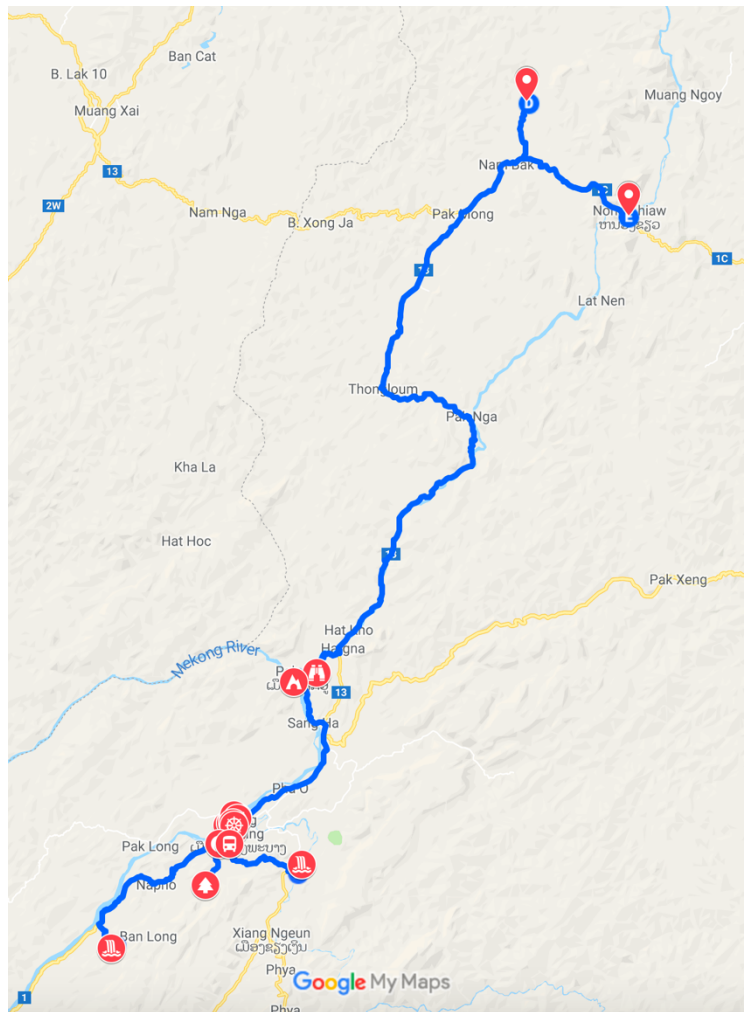
Online map: <http://bit.ly/2nXzDjL>

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

### 3.4 International Budgeted FIT Flow

Characteristic	They come from Europe, UK, Australia and USA. Adult, between 18 – 29 years old with limited budget. Laos is part of their regional itinerary, including Cambodia, Thailand and Vietnam. Their tour in Laos includes Vientiane Capital, Luang Prabang, Vang Vieng and Southern Laos. Access to information and travel arrangement is similar to the International experiential FIT flow as they are also very technology savvy. The key difference is that they prefer inexpensive activities, stay in affordable hotels and guesthouses with internet access. They do homestays, eats at local food vendors on footpath, hires motorbike or bicycle and travels to different provinces by plane or bus.
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, especially low season when everything is cheaper
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	15 – 20 USD / Person / Day
Average Length of Stay	4 – 7 days
System Heads	Agoda, booking.com, hotels.com, lonely planet
Market Maven	TripAdvisor, Travelfish
<b>SWOT Analysis</b>	
Strength	<ul style="list-style-type: none"> <li>– Luang Prabang has cultural heritage and authentic nature</li> <li>– Quiet, peaceful and safe</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Travel independently on the road is still risky since the visitors are not familiar with riding motorbike and there is no specific lane for biking</li> <li>– Limited online tourism information and accessibility, such as Google map, TripAdvisor, Lonely planet, Travelfish, Facebook, IG, etc.</li> <li>– Limited access to homestay information in provinces</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Easy access to technology for visitors enables them to access online tourism information</li> <li>– Visa can be applied online; visitors have easier access to Laos</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Internet signal is not widely covered; finding online information is difficult</li> </ul>

Map 3.4: International Budgeted FIT Flow



- Vang Vieng
- Kuang Si Waterfall
- Night Market
- Wat Xiengthong
- Phousi Hill
- Alms Giving Ceremony in Luang Prabang
- UXO - Unexploded Ordinance Information C...
- Pha Tad Ke / Botanical Garden
- Tat Sae Waterfalls
- Royal Palace
- Morning market
- Nahm Dong Park
- Wat Mai Monastery
- Wat Xieng Mouane
- Wat Sene
- Wat Wisunarat
- Nam Ou River
- Wat Chomphet
- Wat Sop Sickharam
- Wat Chom Si
- Wat Aham
- Pak Ou Caves
- Luang Prabang Bowling Alley
- Ban Nayangtai
- Nong Khiaw
- Southern Bus Terminal

Online map: <http://bit.ly/2nOFAQ9>

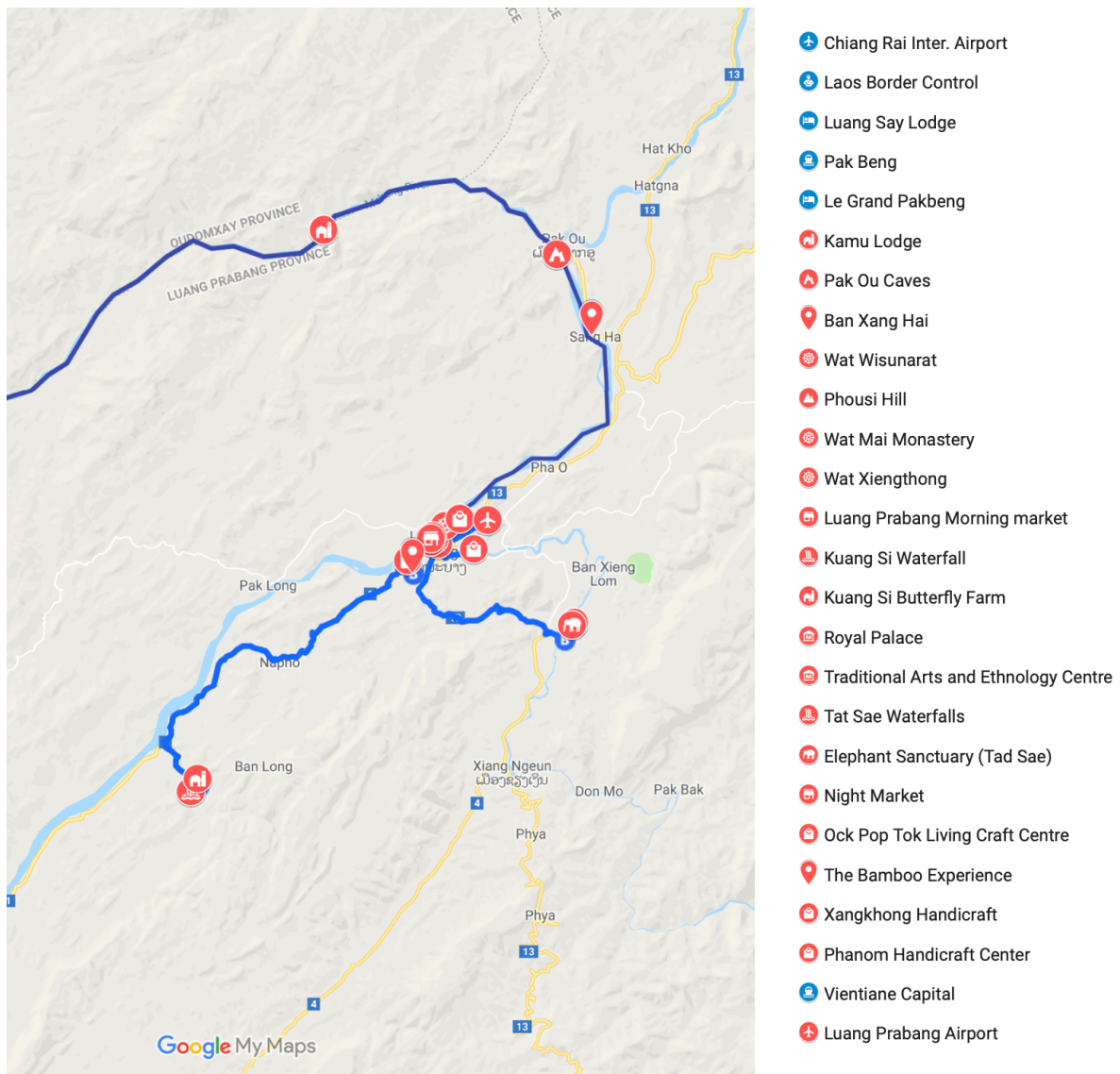
Source: [TripAdvisor](#), [Southeast Asia Backpacker](#), [The Broke Backpacker](#)



### 3.5 Mekong River Cruise Flow

Characteristic	International quality tourists, between middle age to elder people. One of the most popular routes is from Houai Xay to Luang Prabang, some groups continue to travel to Vientiane Capital and catch a flight to Pakse International Airport in order to catch a cruise to the 4000 islands. Some groups do only from Pakse city or Champasak to the 4000 islands. They visit attractions and stay at hotels on the mainland when they arrive a destination. They need good infrastructures 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 the cultural heritage and authentic nature along the river
When do they come?	Peak season is from October to March. The Mekong river cruise does not operate from April to May since the water level is too low
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	160 – 220 USD / Person / Day
Average Length of Stay	3 - 4 days
System Heads	Travel agents who operate river cruises, such as Mekong River Cruise, Mekong Smile Cruise and The Luang Say Lodge & Cruise. Travel agents who sell river cruises, such as Exo Travel, Nakarath Travel, Diethelm Travel, Laos Mood Travel, etc.
Market Maven	Friend, TripAdvisor
<b>SWOT Analysis</b>	
Strength	<ul style="list-style-type: none"> <li>– Natural and cultural heritage along the Mekong river</li> <li>– Quiet, peaceful and safe</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– The Mekong river is too low in some period which make it difficult to cruise</li> <li>– Environmental issue along the Mekong</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Easy access to technology for visitors enables them to access online tourism information</li> <li>– Visa can be applied online; visitors have easier access to Laos</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Building dams on the Mekong river causes the change of the Mekong river level, making it difficult for cruise to operate.</li> </ul>

Map 3.5: Mekong River Cruise Flow



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

Source: [Mekong River Cruise](#), [The Luang Say Lodge & Cruise](#)

Nakarath Travel, Diethelm Travel

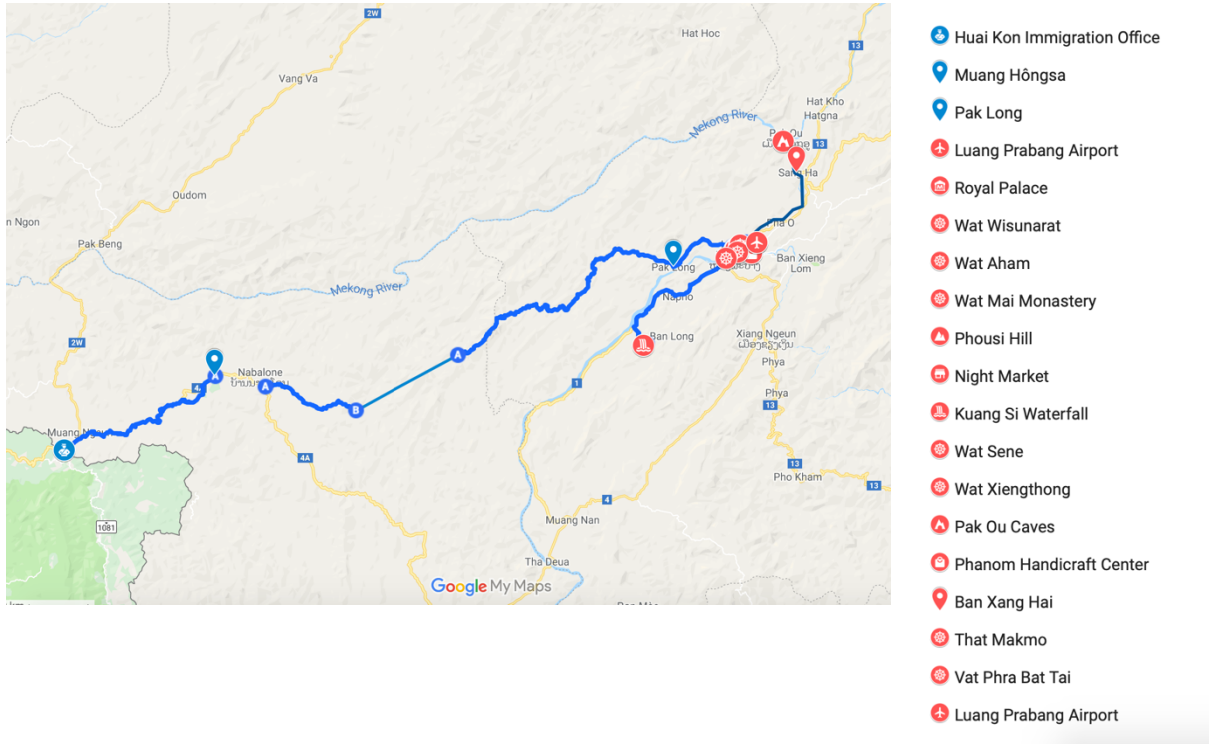
### 3.6 Thai Packaged Tour Flow

Characteristic	There are two main routes that includes flying to Luang Prabang international airport and taking a minivan from Houai Kon immigration through Ngern district, Xayyabouly province to Luang Prabang which is a new route. Most of them are middle – aged and older people. They are interested in religion, making merit and off – season offering. 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. In addition, some of the experiential activities can be found in Thailand, such as rice farming and weaving. They like to be entertained at the tourism site and during travel. Therefore, the tour guides are required to have entertainment skills, such as storytelling and singing. Women like shopping at night market while 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 and authentic nature
When do they come?	Peaking season is during Chinese New Year, Lao New Year and long holiday in Thailand
How many?	There were 75,000 Thai visitors came to Luang Prabang in 2018, but there is no specific statistic for this flow
Average Spending / Person / Day	56 – 118 USD / Person / Day <sup>11</sup>
Average Length of Stay	3 days, 2 nights
System Heads	Travel agents in Thailand and Laos
Market Maven	pantip.com, TripAdvisor, Sanook, MThai
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– There are direct flights from Thailand, such as Bangkok and Chiang Mai including budgeted airlines</li> <li>– There is a new road from Thailand to travel to Luang Prabang, this has shortened the distance and reduce the travel time</li> <li>– Similar language and culture, it is easy to communicate</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Tour package in Laos is more expensive than our neighboring countries, such as Vietnam. Thai tourists are travelling more to Vietnam.</li> </ul>

<sup>11</sup> Calculated from tour package 5,200 – 10,950 Thai Baht / person, based on number per group and type of accommodation

Opportunity	<ul style="list-style-type: none"> <li>– Railway and friendship bridge construction project connect Laos and Thailand in different areas</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Thai politic is still uncertain</li> <li>– Thai economy is still challenging, people may travel less</li> <li>– Price competition in the region</li> </ul>

Map 3.6: Thai Packaged Tour Flow

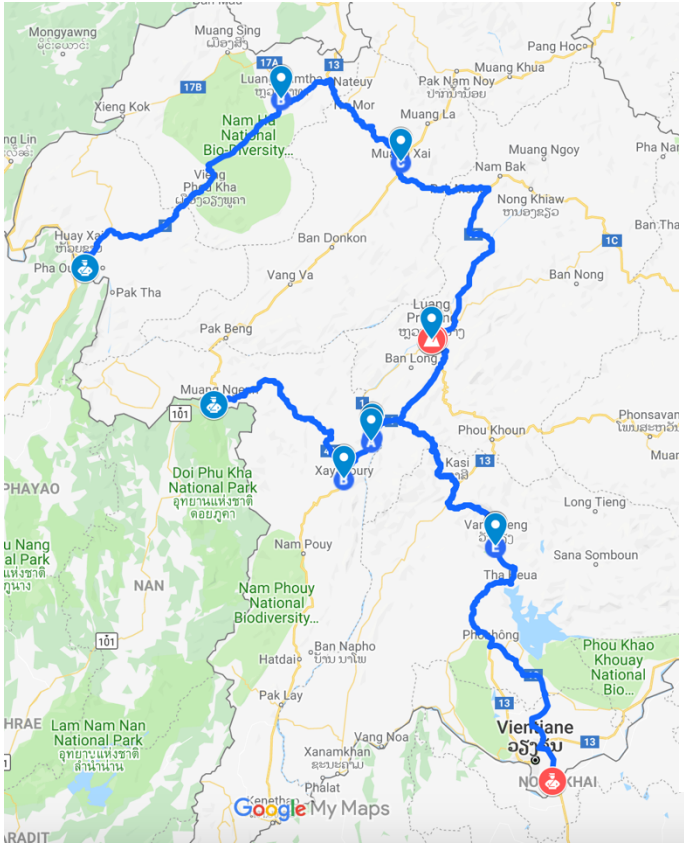


Online map: <http://bit.ly/2oMKXQn> Source: [eTravelway](#), [L2bTravel](#)

### 3.7 Thai Big Bike Caravan Flow

Characteristic	They share the similar characteristic to the Thai car caravan flow. Groups of bike lover from Thailand, form themselves as an association or a club who like to travel by bike on a tour package organized by travel agents in Thailand. They are sponsored by motorbike factory and distributors, such as Honda, Yamaha, etc. Travels into Luang Prabang via two main routes, including 1) Friendship Bridge 1 in order to travel through Vientiane Capital, travels in Vang Vieng and Luang Prabang. Stays in Vang Vieng and Luang Prabang 1 night each. 2) Friendship Bridge 4 in order to travel through Houai Xai district, Luang Namtha province, Xay district, travels in Luang Prabang and exits from Xayabouly province.
Motivation / Interest	To enjoy riding motorbike and experience cultural heritage and authentic nature along the road
When do they come?	Long holiday in Thailand and April – May
How many?	There were 75,000 Thai visitors came to Luang Pabang in 2018, but there is no specific statistics for this visitor flow
Average Spending / Person / Day	97 USD / Person / Day
Average Length of Stay	2 – 3 days
System Heads	Motorbike factory and distributors in Thailand, such as Honda and travel agents in Thailand who sell big bike tour packages
Market Maven	Motorbike group / club in Thailand, Social media
<b>SWOT Analysis</b>	
Strength	– Natural and cultural heritage along the road
Weakness	– Road safety is still a challenge – Short length of stay, visit few attractions, spend most of their time on motorbikes
Opportunity	– Big bike tours are gaining popularity in Thailand
Threat	– Strong competition Thailand, Cambodia, Vietnam and China

Map 3.7: Thai Big Bike Caravan Flow



- Thai–Lao Friendship Bridge
- Vang Vieng
- Luang Prabang Morning market
- Wat Xiengthong
- Phousi Hill
- Huai Xay Boder
- Luang Namtha
- Muang Xai
- Luang Prabang
- Vang Vieng
- Xayaboury
- Huai Kon Immigration Office

Online map: <http://bit.ly/2o10Imj>

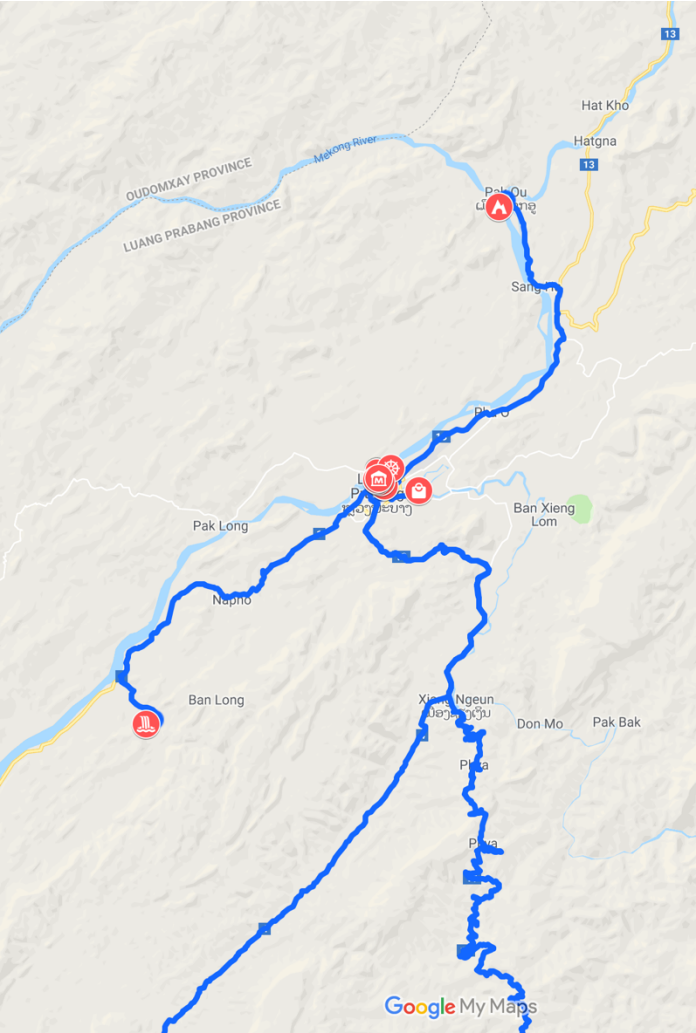
Source: [MGR Online](#), [Tranasia Route](#), [Pantip](#)

### 3.8 Thai 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, Isuzu, Ford, etc. Travel to Laos via Friendship Bridge 1 in order to travel to Vientiane Capital, Vang Vieng, Xieng Khouang, Luang Prabang and exits from Xayyabouly province. They spend most of their time on vehicle and like to drive in rural area.
Motivation / Interest	To experience cultural heritage and authentic nature along the road
When do they come?	All year round
How many?	There were 75,000 Thai visitors came to Luang Pabang in 2018, but there is no specific statistic for this visitor flow
Average Spending / Person / Day	77 USD <sup>12</sup> / Person / Day
Average Length of Stay	2 – 3 days
System Heads	Off read car lover club, major car manufacturers and distributors, such as Toyota, Isuzu, Ford, etc., travel agents who sell off – road car tour packages
Market Maven	Off read car lover club, social media
SWOT Analysis	
Strength	– Convenient transportation
Weakness	– Limited online tourism information
Opportunity	– Off – road car tours are gaining popularity in Thailand
Threat	– Thai politic is still uncertain – Thai economy is still challenging, people may travel less

<sup>12</sup> Calculated from caravan tour package 5 days in Laos, 11,900 Baht / person

Map 3.8: Thai Car Caravan Flow



- Thai–Lao Friendship Bridge
- Vientiane Prefecture
- Vang Vieng
- Xiangkhouang Province
- Luang Prabang
- Wat Wisunarat
- Wat Xiengthong
- Phousi Hill
- Night Market
- Luang Prabang Morning market
- Royal Palace
- Pak Ou Caves
- Kuang Si Waterfall
- Phanom Handicraft Center
- Xayaboury
- Kenethao
- Lao Nam Heuang Border Office
- Point 18
- Point 19

Online map: <http://bit.ly/2n5HrAg>

Source: [Spring-Holiday And Loei Travel](#), [AUTO - THAILAND](#), [Bangkok Post](#), [Autoinfo](#), [KPL](#)

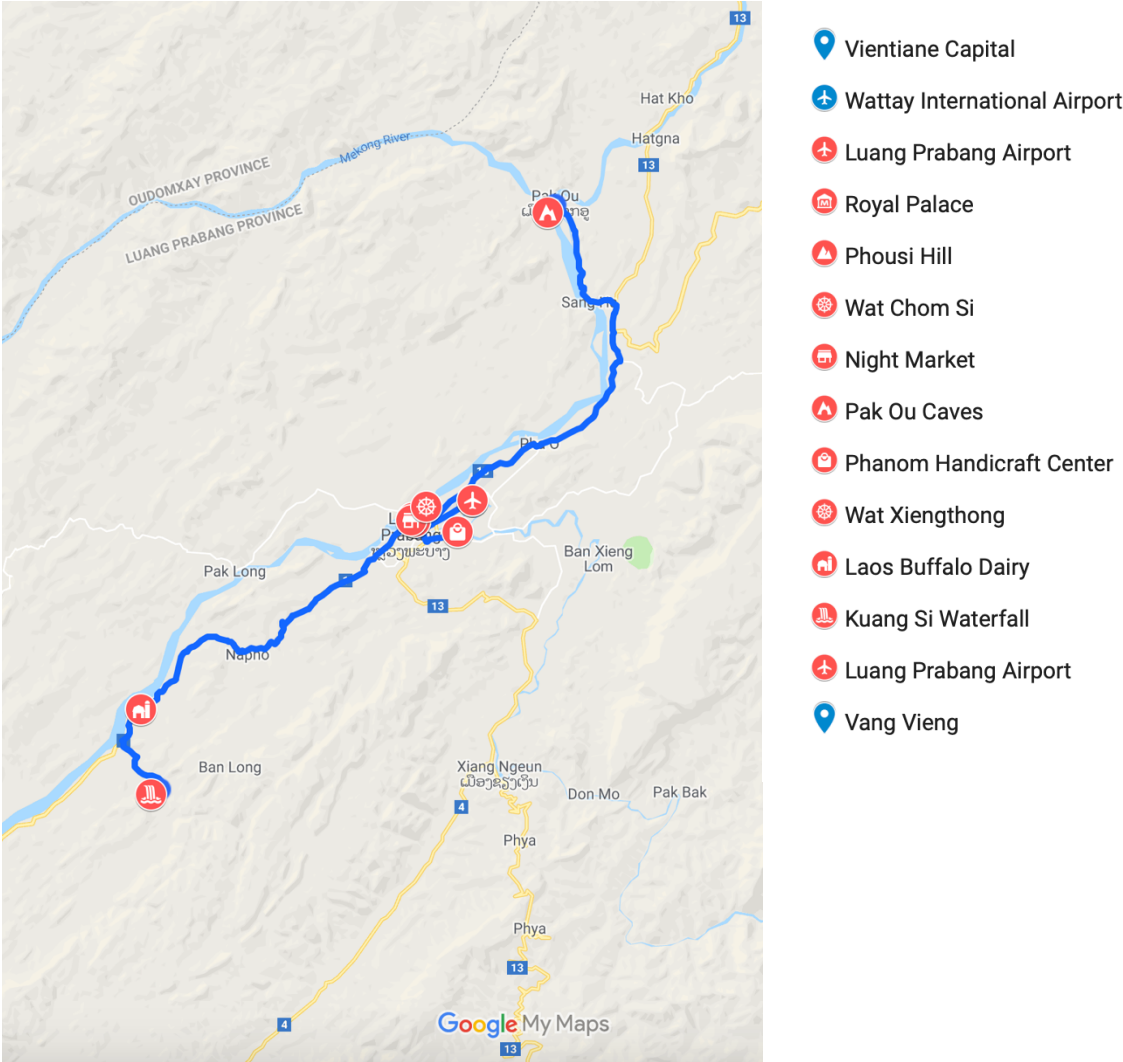


### 3.9 Korean Group Flow

Characteristic	Books with travel agent, middle – aged, most of them cannot speak English and rely on the Korean tour guide translation. Lands at Wattay airport, travels and stays in Vientiane Capital. After that, they fly to Luang Prabang, travels down to Vang Vieng, continue travel in Vientiane Capital and travels back via Wattay Airport. They prefer the businesses those are owned by Korean people and like to do massages.
Motivation / Interest	To experience cultural heritage and authentic nature
When do they come?	November - March
How many?	There were totally 38,470 Korean visited Luang Prabang in 2018, but there is no specific statistic for this visitor flow
Average Spending / Person / Day	No data
Average Length of Stay	2 – 3 days
System Heads	Travel agents who sell package tour for Korean, such as Hana Tour
Market Maven	<a href="https://kr.tripsteem.com">https://kr.tripsteem.com</a> , <a href="https://kr.trip.com">https://kr.trip.com</a> , Korean Embassy in Laos
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– There are direct flights from South Korea to Vientiane Capital, such as Seoul city (daily) and Busan (3 days / week)</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited tourism information and interpretation materials in Korean language</li> <li>– Locally owned tourism businesses lack competitiveness to compete with Korean own businesses. Korean tourists prefer to use businesses and services that are owned by Koreans.</li> <li>– Limited Lao tour guides those who can speak Korean, people end up being a coordinator rather than a tour guide. Korean tour guides do their own interpretation most of the time.</li> </ul>
Opportunity	–
Threat	<ul style="list-style-type: none"> <li>– There has been a decreasing number of Korean visitors to Laos, it dropped 20% in the first half of 2019<sup>13</sup></li> </ul>

<sup>13</sup> The Laotiane Times Airticle: Laos Saw More Chinese, Less Korean Tourists in Past Six Months

Map 3.9: Korean Group Flow



Online map: <http://bit.ly/2nhzfN7>

Source: [www.ko.ticotourandtravel.com](http://www.ko.ticotourandtravel.com), [Hana Tour](#), [The Laotiane Times](#), [KPL](#)

### 3.10 Chinese Group Flow

Characteristic	Travel by plane, land either at Wattay or Luang Prabang airport. Travel to Vientiane Capital, Vang Vieng and Luang Prabang. Travel to Luang Prabang by a minivan with a Chinese tour guide. They prefer the businesses those are owned by Chinese people, including hotels, guesthouses, restaurants and like to do traditional massages.
Motivation / Interest	To experience somethings different from China
When do they come?	Peak season is during Chinese New Year, which is from Jan to Feb
How many?	There were 81,000 Chinese visited Luang Prabang in 2018, 40,877 of them landed at Luang Prabang airport
Average Spending / Person / Day	No data
Average Length of Stay	3 – 6 days
System Heads	Travel agents in China and Laos. Airlines, such as Lao Airlines and China Eastern Airlines
Market Maven	<a href="http://www.tripadvisor.cn">www.tripadvisor.cn</a> , Friends, Families
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Director flight from China – Vientiane Capital, such as 1. Kunming, 2. Guangzhou, 3. Changsha, 4. Changzhou, 5. Chengdu. To Luang Prabang province: 1. Changsha, 2. Jinghong</li> <li>– Laos has launched the Visit Laos – China Year 2019 Campaign</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited Chinese speaking guides, sometimes Chinese tour guides are used but through the interpreters</li> <li>– Limited tourism information and interpretation materials online and offline in Chinese</li> <li>– Limited capacity of local small tourism businesses, difficult to compete with medium, large and foreign own enterprise.</li> </ul>

<p>Opportunity</p>	<ul style="list-style-type: none"> <li>- Laos – China railway project is due to be completed in 2022, more Chinese visitors may come to Luang Prabang. One of the train stations is located in Luang Prabang.</li> <li>- Chinese visitors are now able to pay via Alipay Application in Laos, which is a collaboration between a Chinese company and Lao Development Bank.</li> </ul>
<p>Threat</p>	<ul style="list-style-type: none"> <li>- Most of the Chinese visitors cannot speak English which make it difficult for local people to communicate. That includes reading the directional signpost, prohibited sign and interpretation board.</li> <li>- Chinese people speak loudly, smoke and throw the cigarette on the street</li> <li>- Chinese people use different social media platform, such as they use Baidu instead of Google, Wechat instead of WhatsApp or Line, Renren instead of Facebook, Youku Tudou instead of Youtube, etc.<sup>14</sup>. We need to get familiar and use these tools in order to reach the Chinese tourists</li> </ul>

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<sup>14</sup> [www.how2shout.com/tools/china-facebook-social-media-platform-alternatives.html](http://www.how2shout.com/tools/china-facebook-social-media-platform-alternatives.html)

Map 3.10: Chinese Group Flow



- Chengdu Inter. Airport
- Wattay International Airport
- Luang Prabang Airport
- Kuang Si Waterfall
- Night Market
- Royal Palace
- Wat Wisunarat
- Wat Xiengthong
- Phousi Hill
- Pak Ou Caves
- Elephant Sanctuary (Tad Sae)
- Luang Prabang Airport
- Vang Vieng

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

Source: [www.shutours.com](http://www.shutours.com), [Ctrip](http://Ctrip.com),

### 3.11 Chinese Caravan Flow

Characteristic	A group of Chinese driving cars from Boten border, Luang Namtha province. Travel in Luang Prabang before driving to Vang Vieng. Most of them are middle – aged, between 35 – 54 years. Stays at accommodations those have parking areas, sometimes the group do not stay at the same places. They prefer the businesses those are owned by Chinese people, including hotels, guesthouses, restaurants and like to do traditional massages.
Motivation / Interest	To experience natural and cultural heritage along the road
When do they come?	Peak season is during Chinese New Year, which is Jan – Feb
How many?	There were 81,000 Chinese visited Luang Prabang in 2018, but there is no specific statistic for this visitor flow
Average Spending / Person / Day	72 USD / Person / Day <sup>15</sup>
Average Length of Stay	4 days, 3 nights
System Heads	Travel agents those who sell caravan package tour in China and Luang Prabang
Market Maven	Family, friend, Chinese social media, such as <a href="http://www.tripadvisor.cn">www.tripadvisor.cn</a>
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Laos launched the Visit Laos – China Year 2019 Campaign to encourage more visitors from China</li> <li>– Laos &amp; China share the borders, land transportation is convenient</li> </ul>

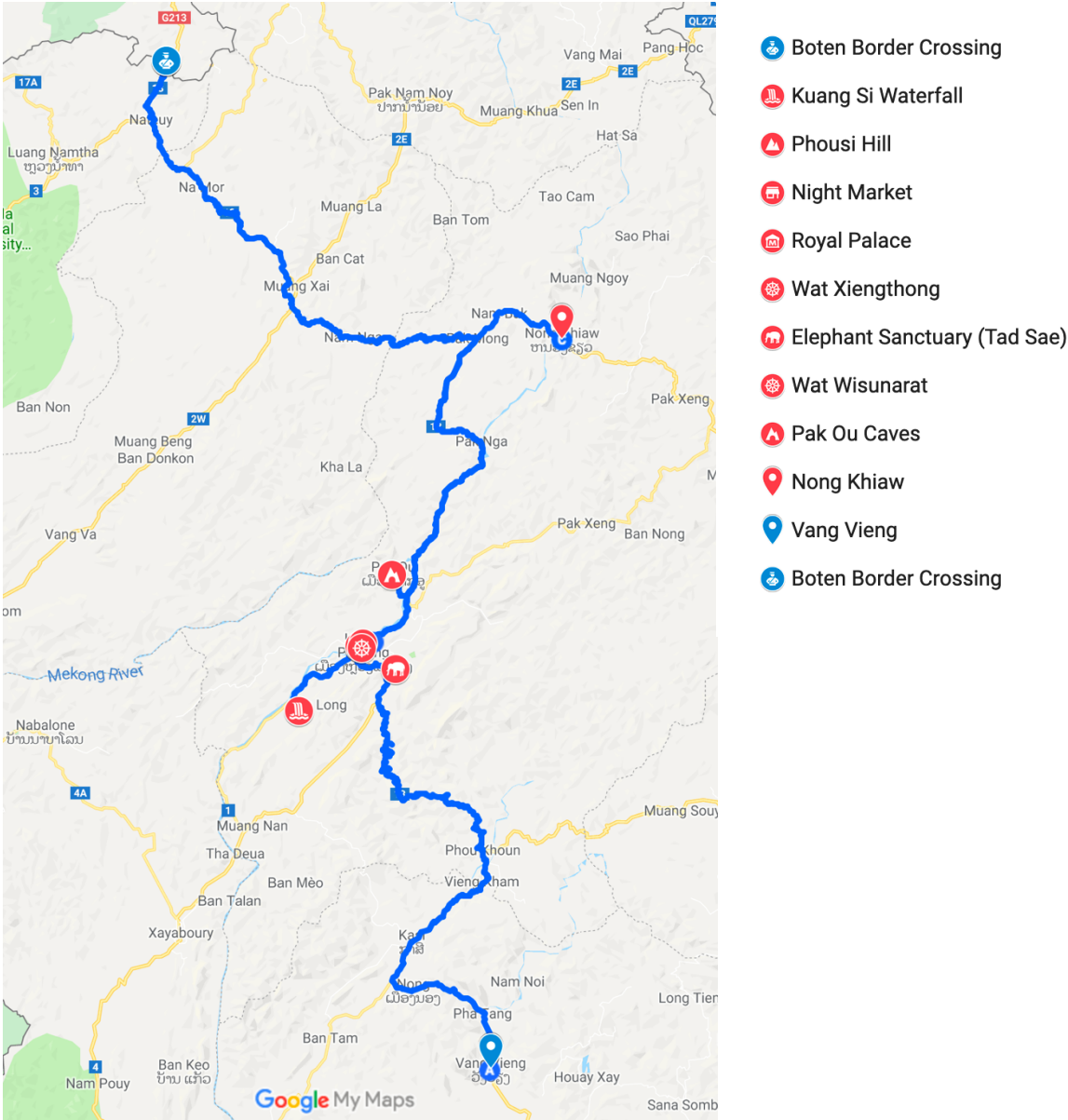
<sup>15</sup> Calculated from packaged tour 2,980 Yuan or 432 USD / person for 6 days including travel days

Weakness	<ul style="list-style-type: none"> <li>– Most of the Chinese tourists prefer the businesses that are owned by Chinese investors, this results into limited income distribution to local businesses</li> <li>– Most Chinese tourists do not speak English; local people have difficulty in communicating with Chinese visitors</li> <li>– Travel itineraries are generally arranged and sold by travel agents in China, travel agents in Laos have very limited involvement apart from getting documents approvals from relevant government authorities.</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– There has been an increase of Chinese visitors over the years. In 2019, there was 13% increase in the first 6 months<sup>16</sup></li> <li>– Laos – China railway project will be completed in 2022, more Chinese visitors may come to Luang Prabang. One of the train stations is located in Luang Prabang.</li> <li>– Chinese visitors are now able to pay via Alipay Application in Laos, which is a collaboration between a Chinese company and Lao Development Bank.</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Most of the Chinese visitors cannot speak English which make it difficult for local people to communicate. That includes reading the directional signpost, prohibited sign and interpretation board.</li> <li>– Chinese people speak loudly, smoke and throw the cigarette on the street</li> <li>– Chinese people use different social media platform, such as they use Baidu instead of Google, WeChat instead of WhatsApp or Line, Renren instead of Facebook, Youku Tudou instead of YouTube, etc.<sup>17</sup>. We need to get familiar and use these tools in order to reach the Chinese tourists</li> </ul>

<sup>16</sup> The Laotian Times Article: Laos Saw More Chinese, Less Korean Tourists in Past Six Months

<sup>17</sup> [www.how2shout.com/tools/china-facebook-social-media-platform-alternatives.html](http://www.how2shout.com/tools/china-facebook-social-media-platform-alternatives.html)

Map 3.11: Chinese Caravan Flow



Online map: <http://bit.ly/2o4c8pi>

Source: [www.mkzyty.com](http://www.mkzyty.com), [www.mkzyty.com](http://www.mkzyty.com), [www.mkzyty.com](http://www.mkzyty.com)

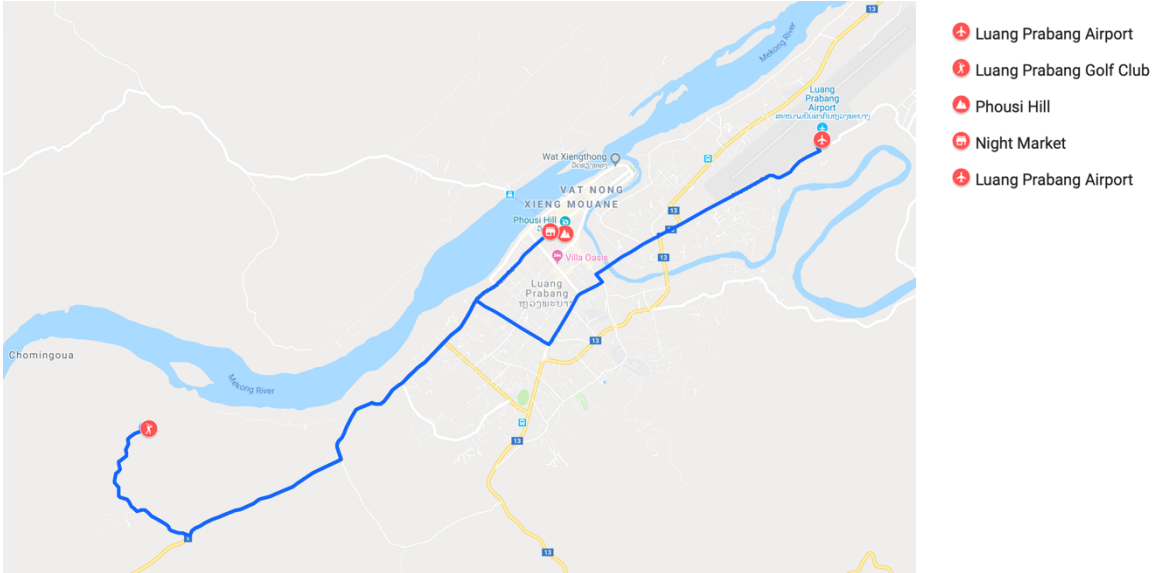


### 3.12 Regional Golf Fanatic Flow

Characteristic	They are golf fanatics from China, Korea, Thailand and Vietnam. Expats living in Bangkok, Singapore, Hanoi and Lao government officials. There is only one golf course in Luang Prabang which is Luang Prabang Golf Club. There is limited option compared to Vientiane Capital. Medium to high income people, travels by plane, need good quality accommodations, restaurants and traditional massages.
Motivation / Interest	To play golf and enjoy cultural heritage and authentic nature
When do they come?	November – March
How many?	No data
Average Spending / Person / Day	95 USD (Only golf course fee)
Average Length of Stay	3 days
System Heads	Travel agents in Korean and in Laos those who sell golf tour package, golf course website in Laos
Market Maven	Friend and colleague who play golf
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Golf course fees in Laos are cheaper than in Korea</li> <li>– There are direct flights from Korea to Vientiane Capital</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited tourism product development and promotion that integrates into golf package tours</li> <li>– Although, golf course in Laos is cheaper than in their countries, but Luang Prabang golf course is still more expensive than in Vientiane Capital. Some of the visitors make a comment on TripAdvisor that it is too expensive</li> <li>– Limited English skills of staff in golf course</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Golf fanatics are those who have money and high purchasing power</li> </ul>

Threat	– There are more options for golf course in Vientiane Capital compared to Luang Prabang in both quality and price
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Map 3.12: Regional Golf Fanatic Flow



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

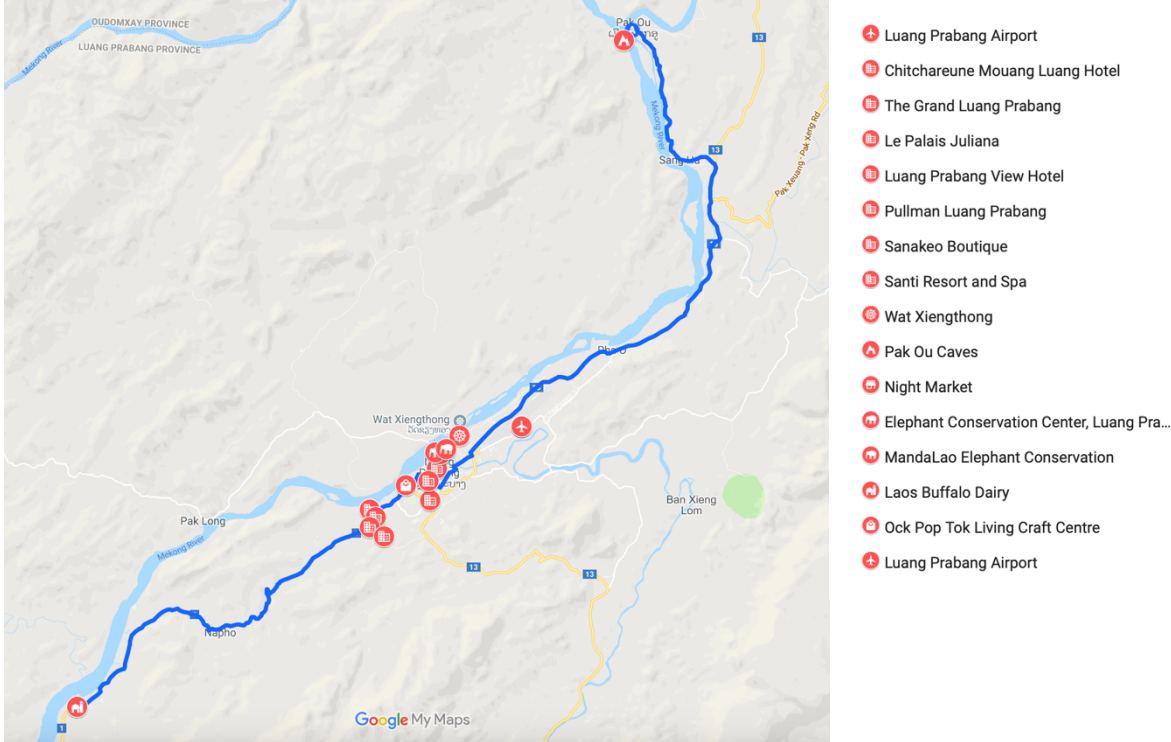
Source: [Luang Prabang Golf Club](#), [TripAdvisor Review](#)

### 3.13 MICE Visitor Flow

Characteristic	<p>The MICE visitor flow in Luang Prabang focuses on <b>M</b>eeting which can be categorized into 2 groups, including domestic and foreign MICE markets</p> <ol style="list-style-type: none"> <li>1) Domestic MICE market: Private companies, government and international organizations arranging events or workshops in Luang Prabang City. Between 40 – 120 participants.</li> <li>2) Foreign MICE markets: Multinational companies in Singapore, Hong Kong, Kuala Lumpur, Bangkok, Hanoi, Shanghai and Beijing. Between 40 – 200 participants.</li> </ol> <ul style="list-style-type: none"> <li>– Both groups continue their travel within the destination by buses or minivans</li> <li>– According to the MICE Guide to Laos, Membership Directory 2019, published by the Lao National Chamber of Commerce and Industry (LNCCI). There are 7 hotels in Luang Prabang out of 16 hotels and resorts in total in Laos those who target MICE market</li> </ul>
Motivation / Interest	<ul style="list-style-type: none"> <li>– To experience workshop in different environment</li> <li>– To experience cultural heritage and authentic nature</li> </ul>
When do they come?	All year round
How many?	No data
Average Spending / Person / Day	No data
Average Length of Stay	3 – 4 days
System Heads	Travel agents and hotels in Laos that target MICE market, such as Laos Mood Travel, Exo Travel, Green Discovery
Market Maven	Friends, business owners, hotel websites that target MICE markets
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Cultural heritage and authentic nature</li> <li>– Active private sector and interests to promote this visitor flow</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited availability of quality services and meeting venues</li> <li>– Limited marketing to keep participants travelling after meetings</li> </ul>
Opportunity	–

Threat	– Economic situation is still challenging, there may be less workshop organized in foreign country and other provinces in order to save the cost
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Map 3.13: MICE Visitor Flow



Online map: <http://bit.ly/2oL4e4B>

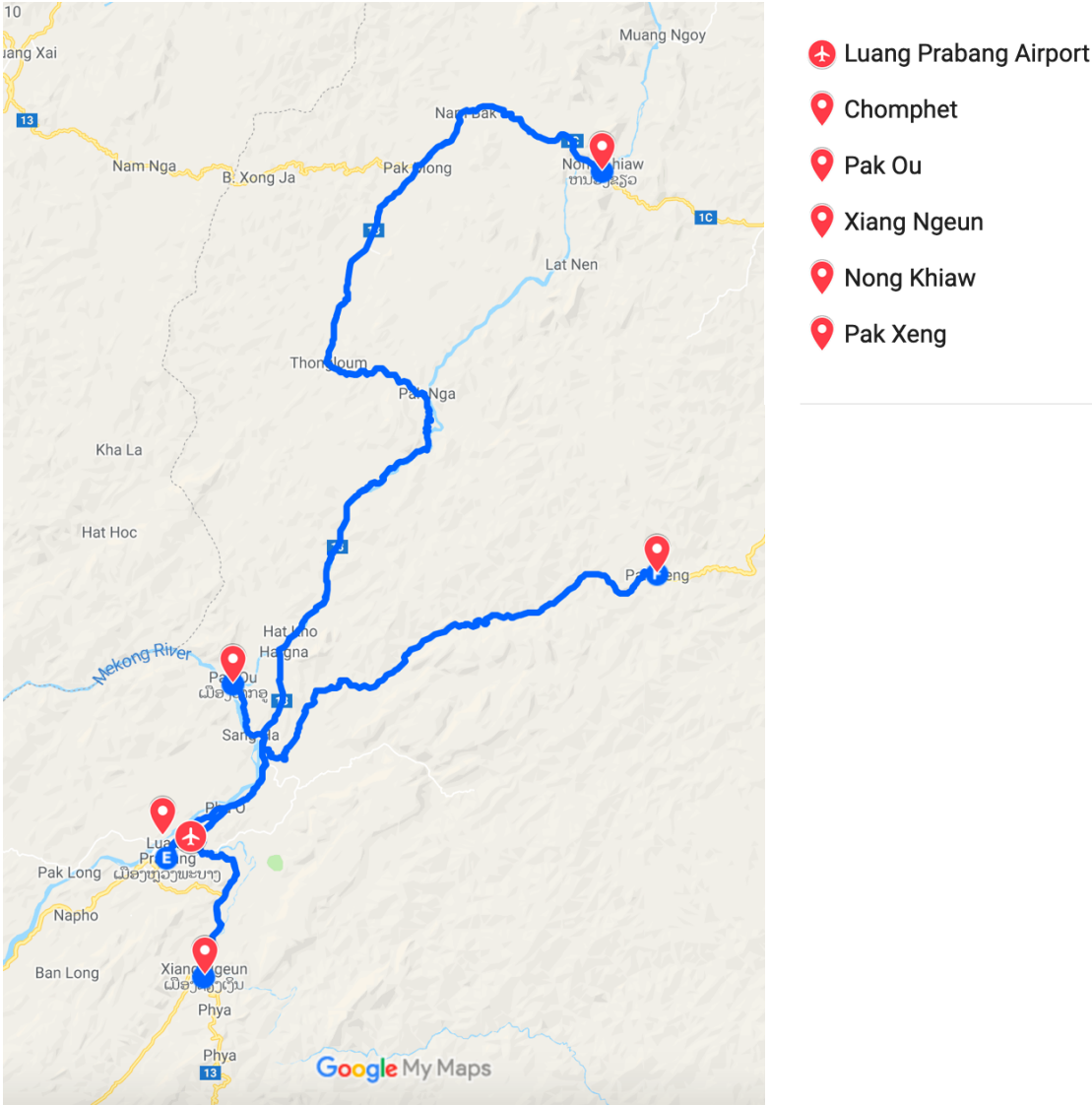
Source: MICE Guide to Laos Membership Directory 2019, LNCCI

[Travel Daily Media](#), [MICE-PEOPLE](#), [WeAreLao](#), [Visit Laos](#),

### 3.14 Foreign Educational Travel Flow

Characteristic	Teenagers from Europe and in the region, such as Singapore. Travels to Luang Prabang to work and support the communities and schools. Stays in Luang Prabang, volunteer in Chomphet, Pak Ou, Nambak and Pakseng. Books with travel agents who coordinate with the local authorities
Motivation / Interest	<ul style="list-style-type: none"> <li>– To support communities</li> <li>– To experience cultural heritage and authentic nature</li> </ul>
When do they come?	All year round
How many?	No data
Average Spending / Person / Day	No data
Average Length of Stay	No data
System Heads	Travel agents who offer educational tours, such as Buffalo Tours, Green Discovery, MyLaoHome, etc.
Market Maven	Friends, education institutes, social medias
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– There are private sectors who current offer this tour</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited information and accessibility to online information</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– There are many areas in Luang Prabang those need support from volunteer, this is a great opportunity to access to technical and financial support</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Most of them are teenagers and have low purchasing power</li> </ul>

Map 3.14: Foreign Educational Travel Flow



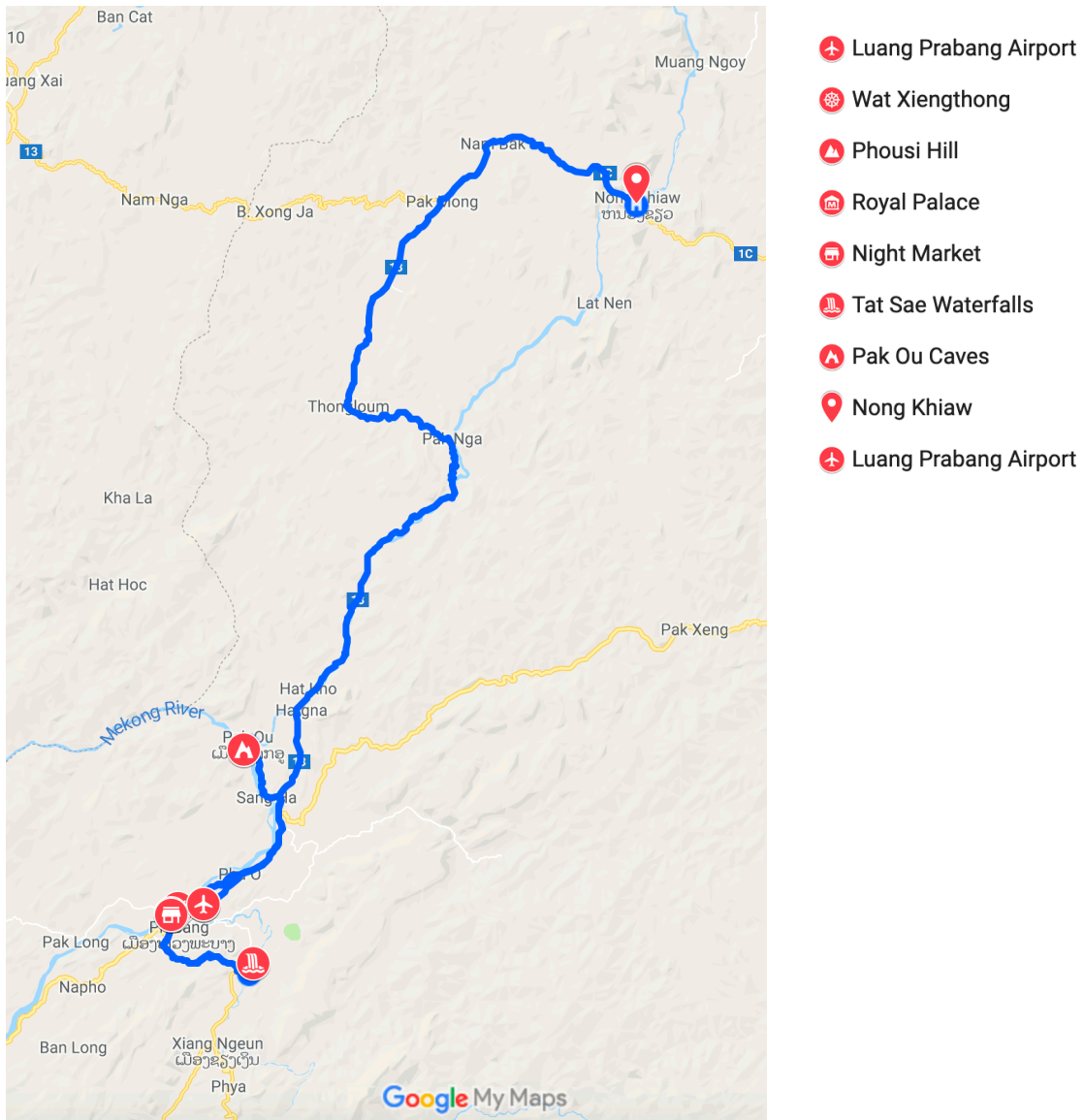
Online map: <http://bit.ly/2o5oRYM>

Source: [Buffalo Tours](#), [Green Discovery](#), [MyLaoHome](#)

### 3.15 Domestic Educational Travel Flow

Characteristic	Students and teachers from education institutes from other provinces, especially Vientiane Capital, that includes National University of Laos, business colleges and international school in Vientiane Capital. Travels by big buses and planes land at Luang Prabang Airport.
Motivation / Interest	To learn and experience authentic cultural and nature
When do they come?	All year round
How many?	No data
Average Spending / Person / Day	No data
Average Length of Stay	2 – 3 days
System Heads	Travel agents that who offer educational tours, such as Green Discovery
Market Maven	Education institutes and social medias
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Easy to communicate</li> <li>– Convenient transportation, particularly by plane</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– They are students and teachers who have low purchasing power</li> </ul>
Opportunity	–
Threat	<ul style="list-style-type: none"> <li>– Education institutes may have limited budget, especially public sector</li> </ul>

Map 3.15: Domestic Educational Travel Flow



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

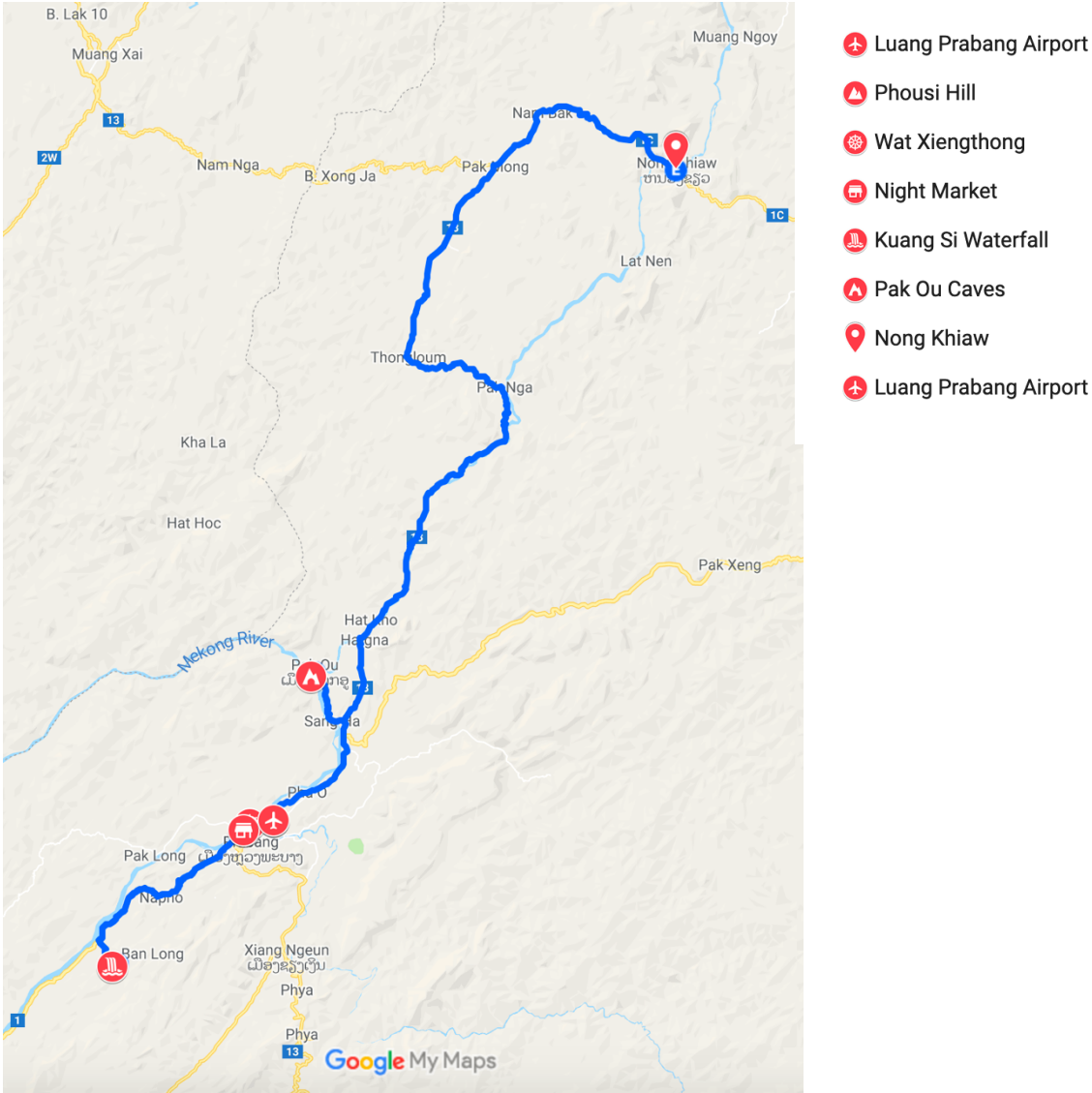
Source: [Green Discovery](#)



### 3.16 Domestic Event & Festival Visitor Flow

Characteristic	Lao people and expat living in Laos from Vientiane Capital and other provinces. They travel by plane or their own cars. Travel to Luang Prabang during festivals, such as Lao New Year, boat racing festival, handicraft festival, marathon event, trail run, etc.
Motivation / Interest	To experience event and festival
When do they come?	During festival
How many?	There were 178,409 domestic visitors came to Luang Prabang in 2018
Average Spending / Person / Day	No data
Average Length of Stay	No data
System Heads	Event organizers both public and private sector, travel agents who offer tour packages during local event and festival
Market Maven	Social media and friends
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Local event and festival in Luang Prabang are more popular compared to other provinces because of the cultural heritage</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Domestic visitor statistic collection is still a challenge, there is no systematic data collection process.</li> <li>– Limited tourism information online, particularly in Lao language</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– More people have their own car, self-driving has never been easier</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Lao economy is still challenging, people may travel less</li> </ul>

Map 3.16: Domestic Event & Festival Visitor Flow



Online map: <http://bit.ly/2n6kPQ7>

## 4) SWOT Analysis

The SWOT analysis for the Luang Prabang tourism sector is based on the Luang Prabang Tourism Development and Promotion Strategy in 2011 – 2020, the Luang Prabang Tourism Destination Management Plan in 2016 – 2020 and the consultation workshop with tourism stakeholders, it can be summarized as follow:

### 4.1 Strengths

- 1) Luang Prabang is the world heritage, old building is preserved and new construction is managed in order to maintain the beauty of the landscape
- 2) Luang Prabang has cultural heritage and authentic natural attraction
- 3) There are direct flights from international routes, such as Cambodia, China, Korea, Thailand and Vietnam
- 4) There is policy to promote foreign investment that bring high standard service quality business, knowledge and skills to local staff
- 5) There are projects and international organizations supporting tourism sector

### 4.2 Weaknesses

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

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

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

### **Tourism Marketing**

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

- 17) Limited collaboration regionally in tourism marketing and market research. Many travelers to the region do not travel to only one country, but often combine multiple countries in a single trip.

### **Tourism Management**

- 18) Public safety and management regulation of tourism activities is still limited.
- 19) Business associations and groups in 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 service quality and safety
- 22) Limited noise control standard in restaurant and entertainment business
- 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) Access to tourism information has never been easier as technology advances and travelers are becoming more tech-savvy. Visitors are increasingly accessing tourism information via online platforms. Online tourism marketing can be very specific, effective and measurable in real time.
- 2) Lao government has launched an online visa application platform<sup>18</sup>.
- 3) Chinese visitors are now able to make payment on mobile phone via QR Code without carrying cash in Laos. It has made it more convenient and safer. This is a result of financial institutional collaboration between BCEL and UnionPay International in China and between the Joint Development Bank and Alipay in China<sup>19</sup>.
- 4) Laos – China railways construction is due to be completed in 2022. Travelling from China to Laos will be much easier. There will not only be Chinese visitors, but also international visitors coming through from China.

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<sup>18</sup> <https://laoevisa.gov.la>

<sup>19</sup> <https://laotiantimes.com/2019/07/23/bcel-unionpay-to-launch-qr-code-payment-service-in-laos>

#### 4.4 Threats

- 1) Unstable political environment in neighboring country may affect the Lao tourism sector.
- 2) Slow economic growth globally, regionally and within Laos is expected to affect the tourism industry overall.
- 3) Current and continuous construction of hydropower dams will affect the natural resources and beauty of the natural attractions that tourism depends on, such as waterfalls, water-based activities.
- 4) Good Internet coverage is limited to key urban areas and some parts of rural Laos. Tourists still face difficulties when trying to access online tourism information when travel through the country.
- 5) Laos faces high competition from neighboring countries, such as Thailand, Vietnam and Cambodia. Number of visitors to Laos might drop due to the low competitiveness of its tourism products and services.
- 6) Chinese and Korean tourists prefer businesses that are owned and operated by their countrymen, including: hotels, guesthouses and restaurants. Local businesses face difficult competition.

## 4.5 Weakness (Based on attraction and activity)

Kuang Si Falls	<p><b>TripAdvisor Review<sup>20</sup></b></p> <ul style="list-style-type: none"> <li>– Waste management issue</li> <li>– Limited public toilet and changing room standard</li> <li>– Too crowded and noisy from big group of visitors</li> <li>– The beauty of the fall depends upon the season, the water turns into brown when there is too much rain</li> </ul> <p><b>Comments from private sector<sup>21</sup></b></p> <ul style="list-style-type: none"> <li>– Waste management issue</li> </ul>
Wat Xiengthong	<p><b>TripAdvisor<sup>22</sup></b></p> <ul style="list-style-type: none"> <li>○ Limited interpretation of the site, especially for independent travelers</li> <li>○ Lack of explanation on the purpose of the ticket fee</li> </ul>
Mount Phousi	<p><b>TripAdvisor<sup>23</sup></b></p> <ul style="list-style-type: none"> <li>– Visitors are persuaded to buy birds in cage for a good fortune, it harms the animal from the visitor perspective</li> <li>– Too many visitors during Sunset</li> </ul> <p><b>Comments from private sector<sup>24</sup></b></p> <ul style="list-style-type: none"> <li>– Waste management issue, plastic drinking water bottle</li> </ul>
Almsgiving	<p><b>TripAdvisor<sup>25</sup></b></p> <ul style="list-style-type: none"> <li>– Inappropriate behavior of some visitors toward the monks during almsgiving, such as taking selfie too close, using flash light and noisy</li> </ul>
Pak Ou Cave	<p><b>TripAdvisor<sup>26</sup></b></p> <ul style="list-style-type: none"> <li>– Limited maintaining of the buddha in the cave, dusty and there is spiderweb</li> <li>– Unattractive buddha display</li> <li>– Limited public toilet standard</li> </ul>
Night Market	<p><b>TripAdvisor<sup>27</sup></b></p> <ul style="list-style-type: none"> <li>○ Similar local products</li> <li>○ There are many imported Chinese and Vietnamese products</li> </ul>

<sup>20</sup> TripAdvisor Review on Kuang Si Falls

<sup>21</sup> Luang Prabang DMP 2020 – 2025 Development Consultation Workshop on 20 June 2019

<sup>22</sup> TripAdvisor Review on Wat Xiengthong

<sup>23</sup> TripAdvisor Review on Mount Phousi

<sup>24</sup> Luang Prabang DMP 2020 – 2025 Development Consultation Workshop on 20 June 2019

<sup>25</sup> TripAdvisor Review on Arms Giving Ceremony

<sup>26</sup> TripAdvisor Review on Pak Ou Caves

<sup>27</sup> TripAdvisor Review on Luang Prabang Night Market



Royal Palace	<p><b>TripAdvisor<sup>28</sup></b></p> <ul style="list-style-type: none"> <li>– Lack of diversity, there are only things about the former king</li> <li>– Limited interpretation of the site, especially for independent travelers</li> </ul>
Tad Sae Waterfall	<p><b>TripAdvisor<sup>29</sup></b></p> <ul style="list-style-type: none"> <li>– Too little water in dry season which is not beautiful</li> </ul>
Luang Prabang Airport	<p><b>Comments from private sector<sup>30</sup></b></p> <ul style="list-style-type: none"> <li>– Limited public toilet standard</li> <li>– Poor maintenance of air conditioner</li> </ul>
Wat Mai, Wat Sene, Wat Visoun, Wat Sop, Wat Aham, Wat Paphai	<p><b>TripAdvisor</b></p> <ul style="list-style-type: none"> <li>– Limited interpretation of the site, especially for independent travelers</li> </ul>
Homestay	<ul style="list-style-type: none"> <li>– Limited online information, such as Google map, TripAdvisor, Lonely planet, Travelfish, Facebook, IG, www.tourismluangprabang.org, etc.</li> <li>– Limited service quality in order to target Experiential FIT market</li> <li>– Limited interpretation about the village</li> </ul>

<sup>28</sup> TripAdvisor Review on Royal Palace

<sup>29</sup> TripAdvisor Review on Tad Sae Waterfall

<sup>30</sup> Luang Prabang DMP 2020 – 2025 Development Consultation Workshop on 20 June 2019

## 5) Vision

The vision for Luang Prabang tourism development and promotion is “Sustainably Preserve Luang Prabang world heritage town, maintain its value, promote local culture, preserve environment and biodiversity. To develop Luang Prabang become a tourism hub in Lao PDR and the region that contributes to the economic growth of the province, creates job for local people that leads to civilization<sup>31</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>31</sup> Luang Prabang Tourism Development and Promotion Strategy in 2011 – 2020, Page 29, Luang Prabang DICT

## 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>32</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>33</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>32</sup> Laos Brand Book: Guidelines for the use of brand elements to promote Lao PDR, page 3, MICT

<sup>33</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

Luang Prabang tourism brand was created by using Wat Xiengthong Temple as a key element. Luang Prabang Timeless is translated to Lao as “Timeless impression”. It was agreed by the provincial government and registered with relevant government agency<sup>34</sup>. However, there has not been any guideline on how to use the brand for tourism stakeholders in order to increase the brand awareness and recognition in the target markets.



<sup>34</sup> Luang Prabang Tourism Development and Promotion Strategy 2011 – 2020, Page 17, Luang Prabang DICT

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>35</sup>. The messages to the audiences should be based on their motivations and interests rather than telling them what we have

Image: Traveler Typologies

## TRAVELLER TYPOLOGIES

<p style="color: #FFC000; font-weight: bold; margin-bottom: 5px;">NOVELTY</p>  <p style="font-size: 0.8em; margin-top: 5px;">Desire to find something new – whether a tangible place to visit or intangible life experiences</p>	<p style="color: #FFC000; font-weight: bold; margin-bottom: 5px;">EXPLORATION</p>  <p style="font-size: 0.8em; margin-top: 5px;">Willing to see and explore all a destination has to offer</p>	<p style="color: #FFC000; font-weight: bold; margin-bottom: 5px;">SOCIALISING</p>  <p style="font-size: 0.8em; margin-top: 5px;">Travelling with friends or to interact with like-minded individuals on their travel</p>	<p style="color: #FFC000; font-weight: bold; margin-bottom: 5px;">AFFORDABLE ESCAPE</p>  <p style="font-size: 0.8em; margin-top: 5px;">Seeking a nearby destination for an enjoyable escape within a budget</p>	<p style="color: #FFC000; font-weight: bold; margin-bottom: 5px;">ROMANCE</p>  <p style="font-size: 0.8em; margin-top: 5px;">Travel with a significant other, to feel close and share intimate moments</p>
<p style="color: #FFC000; font-weight: bold; margin-bottom: 5px;">TOGETHERNESS</p>  <p style="font-size: 0.8em; margin-top: 5px;">Travelling as a family with the primary focus of bonding and creating memories</p>	<p style="color: #FFC000; font-weight: bold; margin-bottom: 5px;">RECHARGE</p>  <p style="font-size: 0.8em; margin-top: 5px;">Chance to unwind and escape in a peaceful destination - whether alone or with others.</p>	<p style="color: #FFC000; font-weight: bold; margin-bottom: 5px;">ACTIVE</p>  <p style="font-size: 0.8em; margin-top: 5px;">Seeking to enjoy outdoor leisure and recreational activities of interest</p>	<p style="color: #FFC000; font-weight: bold; margin-bottom: 5px;">INDULGENCE</p>  <p style="font-size: 0.8em; margin-top: 5px;">Seeking time away in luxurious surrounds primarily to pamper themselves and relax</p>	<p style="color: #FFC000; font-weight: bold; margin-bottom: 5px;">PRESTIGE</p>  <p style="font-size: 0.8em; margin-top: 5px;">Seeks an experience that enhances and reinforces their high social standing</p>

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LAOS BRAND STRATEGY & CULTURE
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<sup>35</sup> Laos Tourism Branding Strategy, page 29, Tourism marketing department, MICT

## 6.2 Primary Audience

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

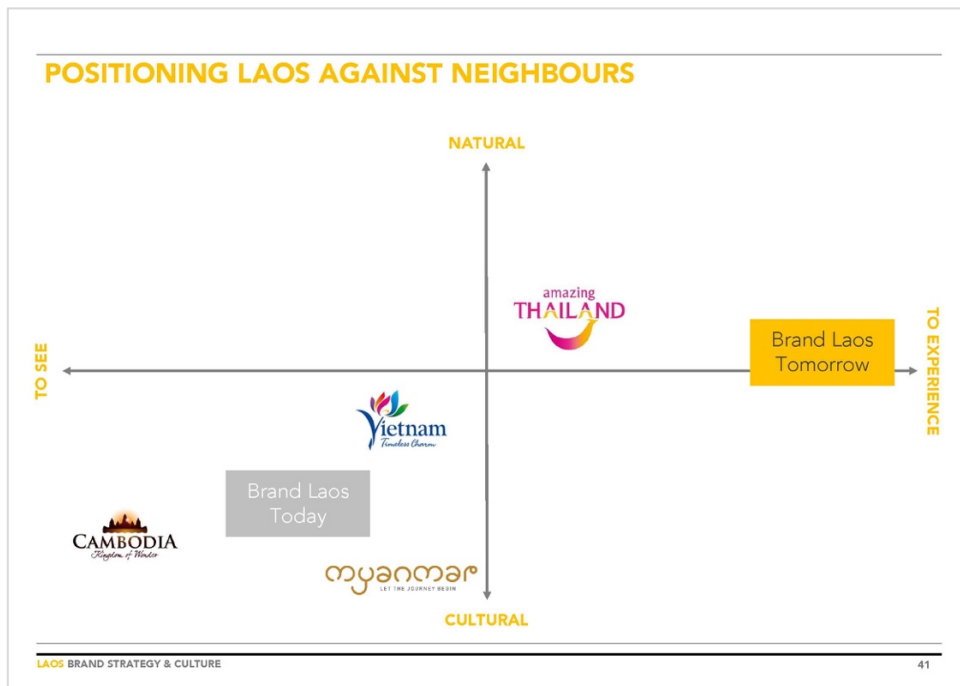
## 6.3 Secondary Audience

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

## 6.4 Brand Positioning

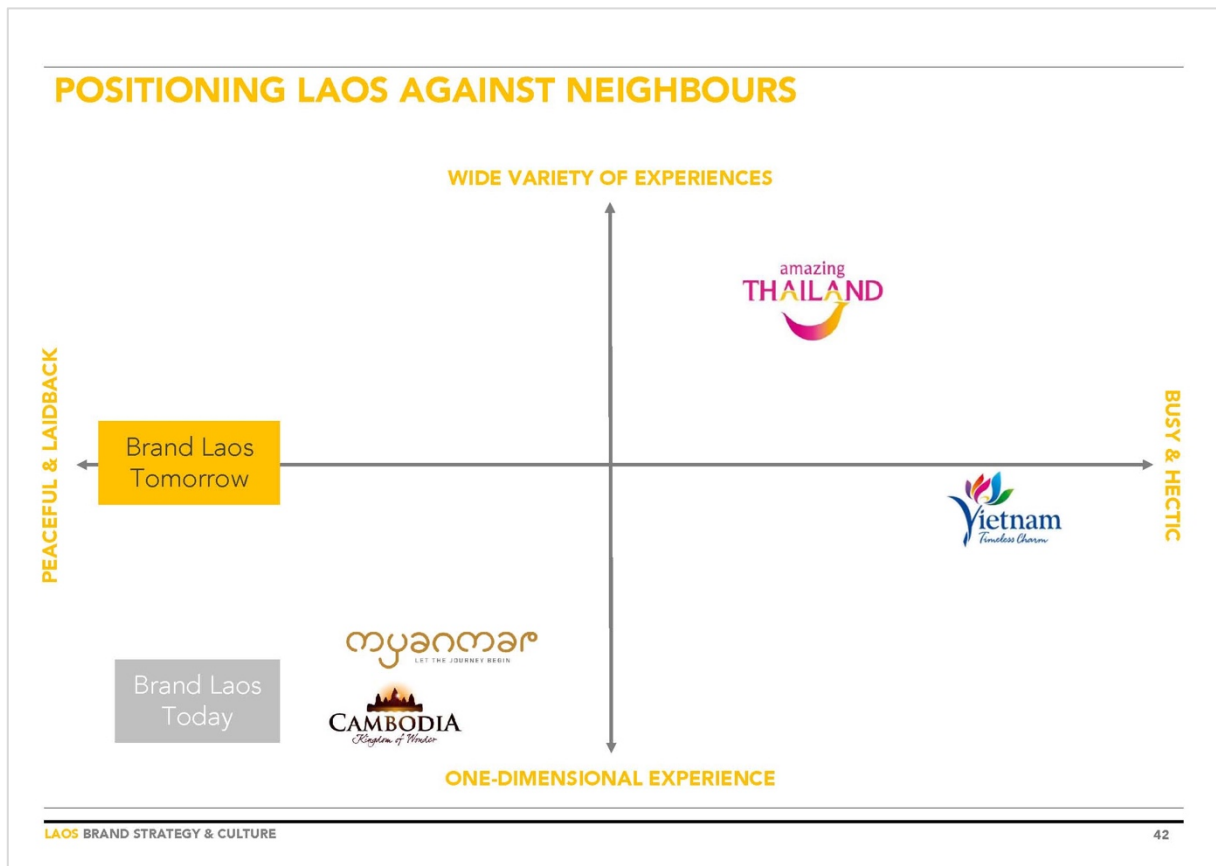
Laos tourism branding strategy has repositioned the ‘Laos Simply Beautiful’ brand in order to differentiate from competitors. The Brand Laos Today has been focusing on just cultural tourism. In most cases it promoted tourism activities and attractions that are ‘to see’ only. Therefore, the Brand Laos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

Diagram 6.4.1: Laos Tourism Branding Position



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

Diagram 6.4.2: Laos Tourism Branding Position



### 6.5 Unique Selling Points – USPs

In order to differentiate itself from its neighbors, Laos tourism brand must position itself in 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 Luang Prabang Timeless 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	Traveler Typology
1	International Large Group Flow	Novelty, Recharge
2	International Small Group Flow	Novelty, Recharge, Indulgence
3	International Experiential FIT Flow	Exploration, Active
4	International Budgeted FIT Flow	Affordable Escape, Active
5	Mekong River Cruise Flow	Novelty, Recharge, Indulgence
6	Thai Packaged Tour Flow	Recharge
7	Thai Big Bike Caravan Flow	Active, Exploration
8	Thai Off Road Caravan Flow	Active, Exploration
9	Korean Group Flow	Novelty, Recharge
10	Korean Golf Flow	Recharge
11	Chinese Group Tour by Air Flow	Novelty, Recharge
12	Chinese Car Caravan Flow	Active, Exploration
13	Chinese Bus Group Flow	Novelty, Recharge
14	MICE Visitor Flow	Recharge
15	Domestic Visit Flow	Recharge

## 7) Destination Marketing

The Laos Tourism Marketing Strategy 2019 – 2022<sup>36</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>37</sup>. Laos tourism marketing must aim to attract this market. While at the same time continue to formulate strategies to attract Chinese tourists, which is a growing market in the region and globally.

### 7.3 Target Markets

Laos tourism are targeting 4 main markets that are categorized by geographic areas, including 1) Domestic tourist (Lao people and foreigners living in Laos), 2) Regional tourist (Thai, Vietnamese, Burmese & Cambodian), 3) Chinese tourist and 4) International tourist (ASEAN, European, USA and Australian)<sup>38</sup>. However, the marketing contents should be

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<sup>36</sup> Laos Tourism Marketing Strategy 2019 – 2022, Tourism Marketing Department, MICT, 2019

<sup>37</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>38</sup> Laos Tourism Marketing Strategy 2019 – 2022, Page 5, Tourism Marketing Department, MICT, 2019

developed based on the traveler typology rather than the country of origin or geographic areas.

### 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>39</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>40</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>39</sup> A Practical Guide to Tourism Destination Management, Page 83, UNWTO, 2011

<sup>40</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 Vatphu Temple alone the visitor would see only rocks, but when the visitor is accompanied by a heritage guide, Vatphu 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>41</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>41</sup> ASEAN Green Hotel Standard, Page 12, Tourism Management Department, MICT and TIIG 2 / ADB

## 8.2 Tourism Infrastructure<sup>42</sup>

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

<sup>42</sup> Destination Management Training Manual, 01 for Entrepreneur and Tourism Business, Page 35, ILO – SBC



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

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

## 9) Safety & Security

Laos tourism destination was ranked 66<sup>th</sup> out of 136 countries in safety and security by the World Economic Forum in 2017. The score was 5.4 out of total 7<sup>43</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>44</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>43</sup> Travel and Tourism Competitiveness Report 2017, World Economic Forum

<sup>44</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>45</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>45</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>46</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>47</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>46</sup> ASEAN Tourism Crisis Communication Manual (Incorporating Best Practices of PATA & UNWTO), Page 5

<sup>47</sup> Lao Tourism Law (Updated), Page 8, National Assembly, 24 July 2013

Crisis communication should consider the following aspects:

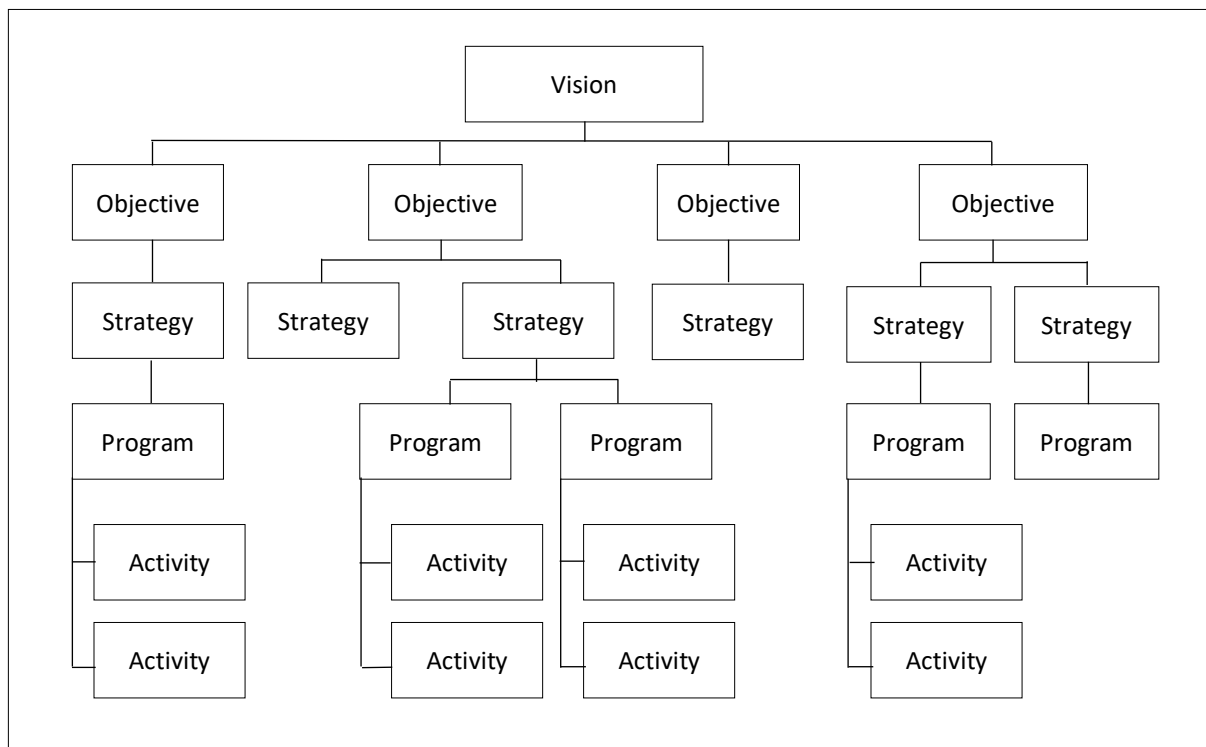
- 1) **Crisis communication plan for visitors:** Identify risks that have occurred in the past and potential risks that could occur at the destination in the future. Setup a responsible agency for crisis communication that have the capacity to clearly define messages, create document templates, identify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

- 1) To Sustainably preserve Luang Prabang world heritage town and maintain its value
- 2) To promote cultural, natural and historical tourism so the tourism potential can be used to generate income for local people and raise awareness in tourism resource preservation
- 3) To preserve biodiversity related to tourism
- 4) To make Luang Prabang become a preferable tourism destination in cultural, natural and historical tourism in Laos and the region.

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



## 12) Targets

2025 tourism destination management targets for Luang Prabang are as follows:

- 1) Attract 800,000 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 Luang Prabang: International visitors stay at least 5 days, regional visitors 3 days and domestic visitors 2 days.
- 3) Increase the average spending of visitors: International visitors pay at least 100 USD/person/day, regional visitors 70 USD/person/day & domestic visitors 50 USD/person/day
- 4) Increase tourism revenue to at least 157 million USD by 2025
- 5) Develop tourism development and preservation plans for at least 5 sites by 2025
- 6) Develop at least one Community – Based Tourism product in Luang Prabang per year along the visitor flows. By 2025, to have developed at least 5 Community – Based Tourism products according to the ASEAN and Lao Community – Based Tourism Standards.
- 7) Develop at least one homestay in Luang Prabang per day along the visitor flows. By 2025, to have developed at least 5 homestays that aligns with the ASEAN & Laos Homestay Standards.
- 8) Develop at least three One District One Product (ODOP) for tourism along the visitor flows by 2025
- 9) Develop at least three tourism programs on new tourism routes along the visitor flows
- 10) Classify tourism sites according to Lao Tourism Attraction Standard for at least 5 sites
- 11) Conduct tourism site research and allocation for at least 5 sites along the visitors
- 12) Achieve the ASEAN Clean Tourist City Award for at least 1 city by 2025
- 13) Achieve at least 10 Sustainable Tourism Award by 2025
- 14) Develop and improve public toilets according to the ASEAN and Lao Public Toilet Standard for at least 5 locations
- 15) Develop & improve facilities in tourism sites for elderly and disable visitors for at least 5 sites

- 16) Provide tourism information via online platforms. Achieve at least 500,000 unique visitors to Luang Prabang tourism website per year and 300,000 downloads for mobile application by 2025
- 17) 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 Luang Prabang
- 18) Support and encourage private sector participation in regional and international travel trade fairs
- 19) Organize FAM Trip for travel agents and international media
- 20) Develop interpretation boards for tourism sites along the visitors flow to cover at least 50% of the total tourism sites in the visitor flows
- 21) Support private sector in organizing at least 1 event and festival per year to promote tourism
- 22) Develop and produce at least 2,000 copies of printed materials such as brochure and map
- 23) Develop and improve the rules, regulations and tourism standards according to the ASEAN and Lao Standards
- 24) Classify accommodation standard for at least 5 properties and Lao restaurant cleanliness and safety standard for at least 5 businesses by 2025
- 25) Implement the ASEAN Green Hotel Standard for at least 5 properties and ASEAN Spa Service Standard for at least 5 properties by 2025
- 26) Provide skills training for tourism businesses for at least 100 participants by 2025
- 27) At least 40% of the total participations of the destination management network are from the private sector.



## 13) Strategy 2020 – 2025

To achieve the objectives set out in the previous chapter, Luang Prabang 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 Luang Prabang province
Strategy 2	Develop tourism products based on the visitor flows and establish linkages with regional and international tourism
Strategy 3	Conduct tourism site research and allocation in potential areas based on the visitor flows in Luang Prabang
Strategy 4	Preserve environmental quality for sustainability 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 tourism sector
Strategy 9	Increase collaboration among public and private sector
Tourism Marketing	
Strategy 10	Increase usage of modern technology in Luang Prabang tourism marketing
Strategy 11	Support private sector participation in travel trade fairs and road shows
Strategy 12	Organize media and PR activities for tourism promotion
Strategy 13	Improve tourism information services
Strategy 14	Support private sector in arranging events and festivals for tourism promotion
Strategy 15	Improve promotional materials based on the Luang Prabang tourism branding
Strategy 16	Ensure the use of the Luang Prabang tourism branding in both public and private sector in tourism promotion
Strategy 17	Develop tourism marketing strategy based on the target markets
Strategy 18	Improve crisis communication for visitors
Strategy 19	Conduct marketing research as basis for tourism marketing plan development
Strategy 20	Strengthen capacity of human resources in the tourism sector
Strategy 21	Improve collaboration among public and private sectors in Luang Prabang tourism marketing

Tourism Management	
Strategy 22	Manage and strengthen capacity of travel agents based on the visitor flows
Strategy 23	Strategy Manage and strengthen capacity of accommodation businesses based on the visitor flows
Strategy 24	Improve tourism standard 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 resources for the tourism sector in tourism management
Strategy 29	Improve collaboration among public and private sector in tourism management
Skills Development	
Strategy 30	Develop human resources capacity in hospitality skills
Strategy 31	Develop human resources capacity in tour guiding skills
Strategy 32	Strengthen capacity of trainers in the tourism sectors
Strategy 33	Conduct training need assessment for human resources for the tourism sector
Strategy 34	Strengthen capacity of public and private education institutes in the tourism sector
Strategy 35	Implement the MICE Standard
Strategy 36	Strengthen capacity of human resource in 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 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 market and tourism potential in Luang Prabang province	Program 1: Improve Luang Prabang Tourism Development Strategy 2021 – 2030 and vision 2035
	Program 2: Develop Master Plans for tourism development for Luang Prabang town
	Program 3: Develop natural, cultural and historical heritage preservation and management plans
<b>2. Tourism Product Development</b>	
Strategy 2: Develop tourism products based on the visitor flows and establish linkages with regional and international tourism	Program 1: Implement the ASEAN Community Based Tourism Standard along the visitor flows
	Program 2: Implement the Laos Community Based Tourism Standard along the visitor flows
	Program 3: Implement the ASEAN Homestay Standard along the visitor flows
	Program 4: Implement the Laos Homestay Standard along the visitor flows
	Program 5: Develop and promote One District One Product (ODOP) for tourism along the visitor flows
	Program 6: Develop and promote tourism related local events & festivals along the visitor flows
	Program 7: Develop regional product and tourism routes in collaboration with countries in the region
	Program 8: Conduct research and develop new tourism routes that link with visitor flows
	Program 9: Establish SMEs Matching Fund for business development in the tourism sector
	Program 10: Implement the Laos Tourism Attraction Standard
<b>3. Tourism Site Research &amp; Allocation</b>	
Strategy 3: Conduct tourism site research and allocation in potential areas based on the visitor flows in Luang Prabang	Program 1: Conduct tourism site research and allocation along the visitor flows
	Program 2: Improve tourism site listing in Luang Prabang

Strategy	Program
<b>4. Environmental Protection</b>	
Strategy 4: Preserve the quality of the environmental for sustainable tourism development	Program 1: Implement the ASEAN Clean Tourist City Standard in Luang Prabang City
	Program 2: Implement the ASEAN Sustainable Tourism Award
	Program 3: Implement responsible tourism activities, such as Provide alternative solutions to single use plastic that includes drinking bottles, straws, plastic bags, etc.
	Program 4: Improve solid waste canal in Luang Prabang
	Program 5: Improve public park in Luang Prabang
	Program 6: Plant and maintain flowers along the road in Luang Prabang
	Program 7: Improve waste management on the street and the river bank
<b>5. Safety &amp; Security</b>	
Strategy 5: Ensure the safety & security for the visitors	Program 1: Develop Safety & Security Plan for visitors in Luang Prabang
	Program 2: Develop rules and regulations for risky tourism activities
	Program 3: Provide safety and security information for visitors along the visitor flows
	Program 4: Strengthen capacity of tourist safety and security agencies in Luang Prabang
	Program 5: Develop emergency warning system for visitors that is accessible anywhere and anytime
<b>6. Infrastructure Development</b>	
Strategy 6: Develop tourism infrastructure for tourism site accessibility	Program 1: Implement the ASEAN Public Toilet Standard along the visitor flows
	Program 2: Implement the Laos Public Toilet Standard along the visitor flows
	Program 3: Improve facility in tourism sites for elderly and disable visitors along the visitor flows
	Program 4: Develop directional signposts to tourism sites along the visitor flows
	Program 5: Develop and improve tourism information centers along the visitor flows
	Program 6: Develop view point on Phousi mountain
	Program 7: Improve boat pier to tourism site based on visitor flow
	Program 8: Develop prohibited, warning and information signs at tourism sites
	Program 9: Research and set up street light on the street in Luang Prabang

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

## 14.2 Tourism Marketing

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

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

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

## 14.3 Tourism Management

Strategy	Program
<b>1. Travel Agent Business Management</b>	
Strategy 22: Manage and strengthen capacity of travel agents based on the visitor flows	Program 1: Strengthen capacity of the Luang Prabang Association of Travel Agents
	Program 2: Strengthen capacity of the Luang Prabang Tour Guide Group
	Program 3: Improve transportation service for visitors based on the visitor flows
	Program 4: Implement tourism price control measures based on the visitor flows
	Program 5: Implement Zero – Dollar Tourism Measures based on the visitor flows
<b>2. Accommodation Business Management</b>	
Strategy 23: Strategy Manage and strengthen capacity of the accommodation businesses based on the visitor flows	Program 1: Implement the Accommodation Standard Classification along the visitor flows
	Program 2: Strengthen capacity of the Luang Prabang Hotel & Restaurant Association
	Program 3: Support small and medium size enterprises in the tourism sector in accessing the 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 visitor flows
	Program 2: Implement the ASEAN Spa Service Standard along the visitor flows
<b>4. Restaurant &amp; Entertainment Businesses Management</b>	
Strategy 25: Manage and Strengthen capacity of restaurant and entertainment businesses based on the visitor flows	Program 1: Implement the Laos Restaurant Safety & Cleanliness Standard
	Program 2: Implement human trafficking, woman and child violence prevention activities for restaurant and entertainment businesses
	Program 3: Implement the Entertainment Business Standard
<b>5. Tourism Site Management</b>	
Strategy 26: Manage and strengthen capacity of tourism sites management based on the visitor flows	Program 1: Develop Phousi Mountain Tourism Site Management Plan
	Program 2: Implement Laos tourism site standard in collaboration with the Tourism Development Section
	Program 3: Build capacity of the tourism site management organization based on the visitor flows



Strategy	Program
<b>6. Rules &amp; Regulations</b>	
Strategy 27: Improve rules and regulations related to tourism business management	Program 1: Develop Luang Prabang Tourism Management Program
	Program 2: Develop and improve rules and regulations related to tourism business management
<b>7. Strengthen human resource capacity</b>	
Strategy 28: Strengthen capacity of human resource in the tourism sector in the tourism management	Program 1: Build capacity of tourism officials Luang Prabang Provincial DICT
<b>8. Luang Prabang tourism management taskforce</b>	
Strategy 29: Improve collaboration among public and private sector in tourism management	Program 1: Build capacity of the Luang Prabang tourism management taskforce
	Program 2: Distribute taskforce action plan implementation progress report 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 base along the visitor flows
<b>2. Tour guides training</b>	
Strategy 31: Develop human resources capacity in tour guiding skills	Program 1: Improve the knowledge and guiding skills of tour guides along the visitor flows
<b>3. Training of trainers</b>	
Strategy 32: Strengthen capacity of trainers in the tourism sectors	Program 1: Build capacity of trainers on customer care and service quality
	Program 2: Build capacity of trainers on tour guiding

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

## 14.5 Destination Management

Strategy	Program
<b>1. Destination Management</b>	
Strategy 39: Improve the collaboration among public and private sectors in destination management	Program 1: Build capacity of the Luang Prabang Destination Management Network on destination management
	Program 2: Distribute DMN action plan implementation progress report and future plans to members
Strategy 40: Improve accessibility in destination management information for public and private sectors	Program 1: Develop Luang Prabang Destination Management Online Database for public and private stakeholders in the tourism sector
	Program 2: Develop the Luang Prabang Tourism Online Database for public and private stakeholders in the tourism sector (Based on the Luang Prabang Destination Management Online Database, gather information from different sections, such as list of tourism product from the Tourism Development Section, Laos tourism image and text library from the Tourism Marketing Section, list of tourism business from the Tourism Management Section and training curriculum from 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 organizations 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>48</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>49</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 Luang Prabang 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, such as Luang Prabang Provincial Department of Information, Culture and Tourism, District Information, Culture and Tourism, related government agencies and education institutes. The private sector includes provincial chamber of industry and commerce, business associations and groups, airlines, travel agents, hotels, resorts, guesthouses, restaurants, handicraft shops and Traditional Arts and Ethnology Centre.

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<sup>48</sup> UNWTO Tourism Definitions, Page 16, 2019

<sup>49</sup> UNWTO Guidelines for Institutional Strengthening of Destination Management Organization, Page 13, 2019

## 16.2 Roles & Responsibilities

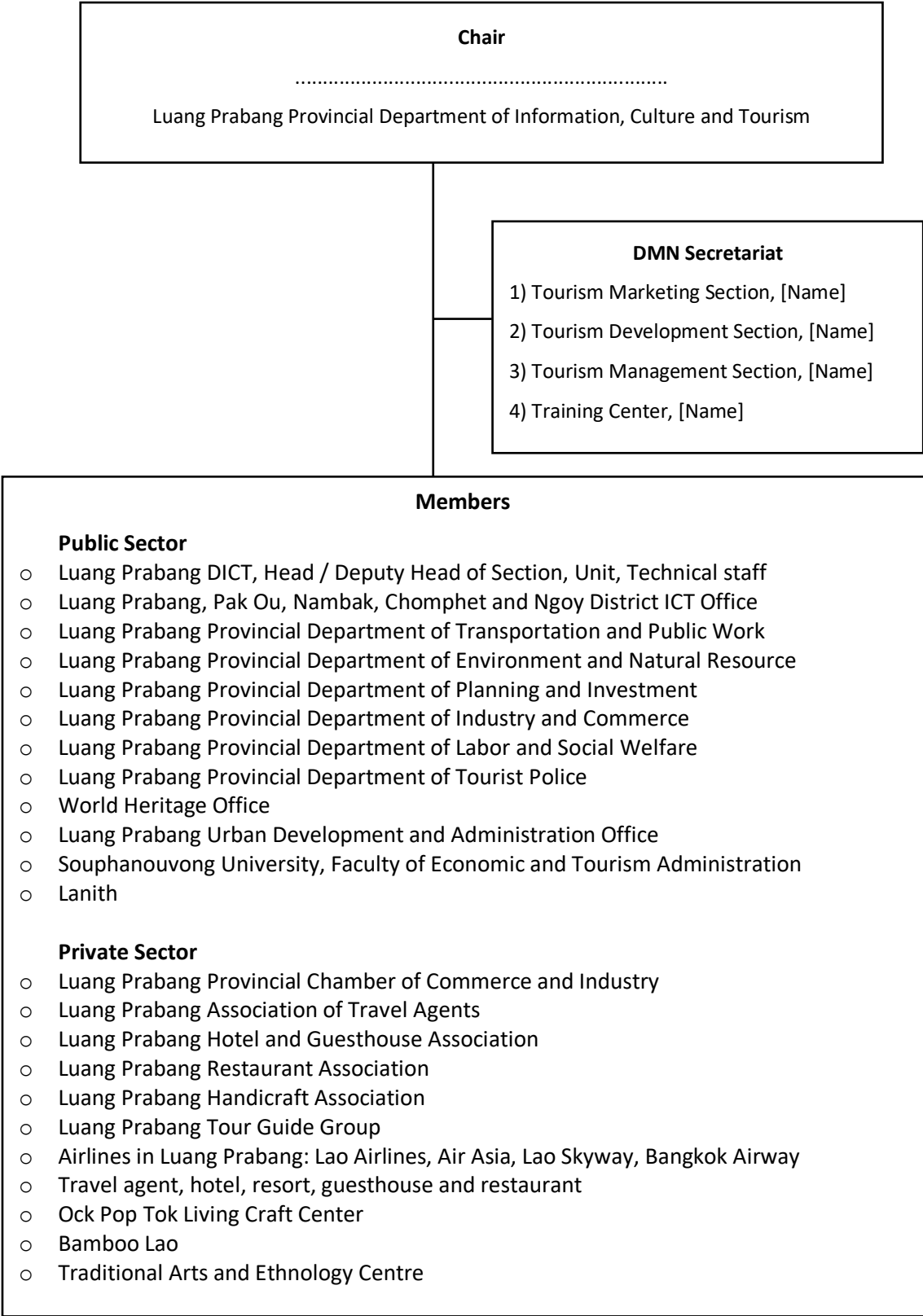
### **Chair and Co – Chair**

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

### **DMN Secretariat**

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

Diagram 16.1: Luang Prabang DMN Structure



## **Members**

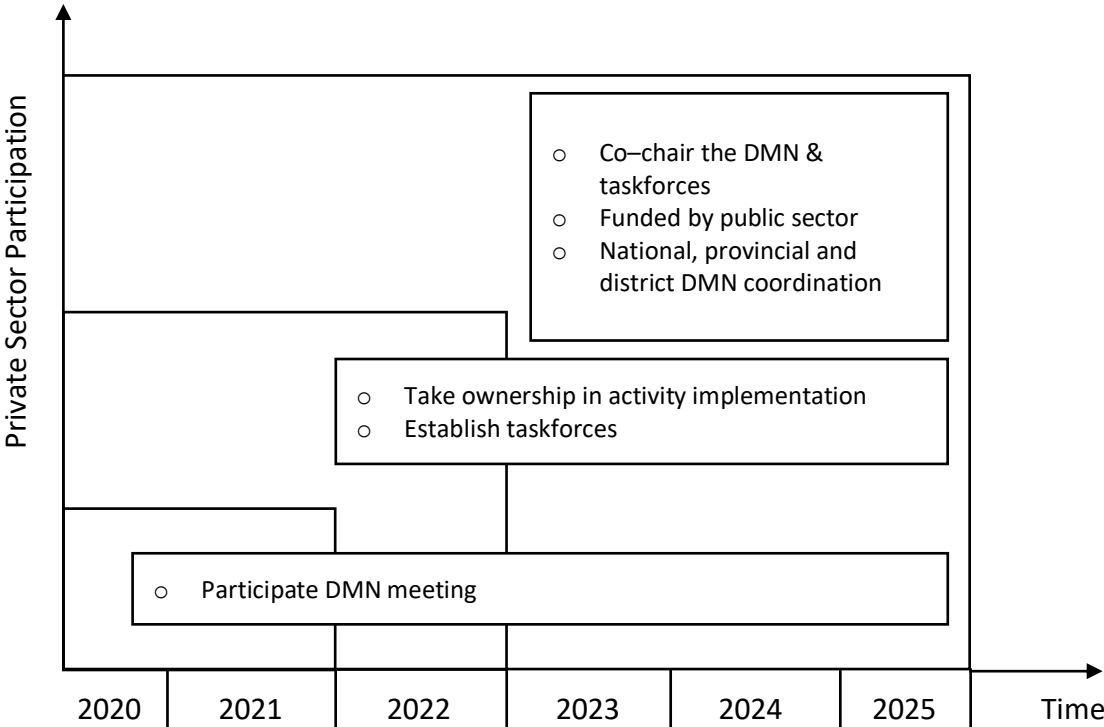
- 1) Members include public and private sector ([Annex 1: Luang Prabang DMN Members](#)). Members of the private sector should include operators that provide services along the routes of the identified visitor flows. This would allow the network to have relevant participants that can contribute ideas 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 Luang Prabang 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 Luang Prabang DMN meetings to review the implementation progress report and planning.



### 16.3 DMN Structure Changes for 2020 – 2025

Strong collaboration is required from many different organizations, especially the private sector and relevant government agencies in order to keep the network in operation. The initial DMN and taskforce structures were dominated by the public sector. The private sector’s role was limited to participate in workshops, 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 among the national, provincial and district 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 should be specific account of the network, such as [info.luangprabang@laos-dmn.com](mailto:info.luangprabang@laos-dmn.com). The existing Facebook DMN account can be used, which is: [www.facebook.com/LuangPrabangDMN](https://www.facebook.com/LuangPrabangDMN). Website domain name should be specific, such as [www.laos-dmn.com](http://www.laos-dmn.com). These tools would not only increase the effectiveness of the communication, but it also creates a good image and reliability for the network.

## 17) Monitoring & Evaluation

Monitoring and Evaluation (M&E) is an important process in destination management, it aims to measure the results of the activity implementation and ensure the targets are successfully achieved according to the plan. In addition, the monitoring and evaluation results are an important information for decision making and planning process<sup>50</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>50</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>51</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>52</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>53</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>54</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>55</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>51</sup> Laos Tourism Law (Updated version), National Assembly, 24 July 2013

<sup>52</sup> Destination Management Manual, Page 1, MICT

<sup>53</sup> Principles for Developing Destination Management Plans, Page 3, Visit England

<sup>54</sup> Principles for Developing Destination Management Plans, Page 3, Visit England

<sup>55</sup> Lao PDR Tourism Destination Management Plan 2016 – 2018, Page 37, MICT

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- The Travel & Tourism Competitiveness Report 2017, World Economic Forum
- Luang Prabang Tourism Destination Management Plan 2016 – 2018
- Luang Prabang Tourism Development and Promotion Strategy in 2011 – 2020, Luang Prabang Provincial Department of Provincial Information, Culture and Tourism
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- 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: Luang Prabang DMN Members

No.	Organization	Name & Surname	Position
	<b>Chair</b>		
1	Luang Prabang Provincial DICT		
	<b>DMN Secretariat</b>		
2	LPB DICT, Tourism Marketing Section		
3	LPB DICT, Tourism Management Section		
4	LPB DICT, Tourism Development Section		
5	LPB DICT, Training Center		
	<b>Members</b>		
	<b>Public Sector</b>		
6	LPB DICT, Tourism Marketing Section		
7	LPB DICT, Tourism Marketing Section		
8	LPB DICT, Tourism Development Section		
9	LPB DICT, Tourism Development Section		
10	LPB DICT, Tourism Management Section		
11	LPB DICT, Tourism Management Section		
12	Luang Prabang District ICT		
13	Chomphet District ICT		
14	Pak Ou District ICT		
15	Nambak District ICT		
16	Ngoy District ICT		
17	Department of Transportation and Public Work		
18	Department of Environment and Natural Resource		
19	Department of Planning and Investment		
20	Department of Industry and Commerce		
21	Department of Labor and Social Welfare		
22	Department of Tourist Police		
23	World Heritage Office		
24	Urban Development and Administration Office		
25	Souphanouvong University		
26	Lanith		
	<b>Private Sector</b>		
27	Provincial Chamber of Commerce and Industry		
28	Luang Prabang Association of Travel Agents		

No.	Organization	Name & Surname	Position
29	Luang Prabang Hotel and Guesthouse Association		
30	Luang Prabang Restaurant Association		
31	Luang Prabang Handicraft Association		
32	Luang Prabang Tour Guide Group		
33	Lao Airlines, Luang Prabang Branch		
34	Air Asia, Luang Prabang Branch		
35	Lao Skyway, Luang Prabang Branch		
36	Bangkok Airway, Luang Prabang Branch		
37	Travel agent		
38	Travel agent		
39	Travel agent		
40	Travel agent		
41	Travel agent		
42	Travel agent		
43	Travel agent		
44	Travel agent		
45	Travel agent		
46	Travel agent		
47	Hotel / guesthouse / restaurant		
48	Hotel / guesthouse / restaurant		
49	Hotel / guesthouse / restaurant		
50	Hotel / guesthouse / restaurant		
51	Hotel / guesthouse / restaurant		
52	Hotel / guesthouse / restaurant		
53	Hotel / guesthouse / restaurant		
54	Hotel / guesthouse / restaurant		
55	Hotel / guesthouse / restaurant		
56	Hotel / guesthouse / restaurant		
57	Hotel / guesthouse / restaurant		
58	Ock Pop Tok Living Craft Center		
59	Bamboo Lao		
60	Traditional Arts and Ethnology Centre		



## 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 Section													
1	Planning															
1.1	Improve Luang Prabang Tourism Development Strategy 2021 – 2030 and vision 2035	<ul style="list-style-type: none"> <li>- Apply visitor flow analysis approach to develop the plan</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>														
1.2	Develop Master Plan for tourism development for Luang Prabang town	<ul style="list-style-type: none"> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>														
1.3	Develop natural, cultural and historical heritage preservation and management plan	<ul style="list-style-type: none"> <li>- Identify data collection and planning areas based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2	Tourism Product Development															
2.1	Implement the ASEAN Community Based Tourism Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Identify implementation area or village based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>														
2.2	Implement the Laos Community Based Tourism Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Identify implementation area or village based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>														
2.3	Implement the ASEAN Homestay Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Identify implementation area or village based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the 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
2.4	Implement the Laos Homestay Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Identify implementation area or village based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>														
2.5	Develop and promote One District One Product (ODOP) for tourism along the visitor flows	<ul style="list-style-type: none"> <li>- Identify products based on the visitor flows</li> <li>- Work with other relevant organizations, such as 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 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 the 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
2.7	Conduct research and develop new tourism routes that links with the visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism routes that could link with existing visitor flows in collaboration with travel agents, including tourism products along the Mekong and Khan rivers, Luang Prabang – Nambak – Ngoy districts tourism routes, etc.</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>														
2.8	Develop regional products and tourism routes in collaboration with countries in the region	<ul style="list-style-type: none"> <li>- Apply visitor flow analysis approach</li> <li>- Identify regional visitor flow</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the 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
2.9	Establish SMEs Matching Fund for business development in the tourism sector	<ul style="list-style-type: none"> <li>- Select business based on activities, such as CBT, homestay, handicraft producers, etc.</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>														
2.10	Implement the Laos Tourism Attraction Standard	<ul style="list-style-type: none"> <li>- Identify tourism sites based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>														
3	Tourism Site Research & Allocation															
3.1	Conduct tourism site research and allocation along the visitor flows	<ul style="list-style-type: none"> <li>- Identify research and allocation areas based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the 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	Improve tourism site listing in Luang Prabang Province	<ul style="list-style-type: none"> <li>- Identify data collection areas based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>														
4	Environmental protection															
4.1	Implement the ASEAN Clean Tourist City Standard in Luang Prabang City	<ul style="list-style-type: none"> <li>- Work with Tourism development department, MICT</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>														
4.2	Implement the ASEAN Sustainable Tourism Award	<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 the 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
4.3	Implement the responsible tourism activities, such as single use plastic reduction: drinking bottle, straw, plastic bag, etc.	<ul style="list-style-type: none"> <li>- Implement activities based on the visitor flows</li> <li>- Work with other organizations who have experience on the topic, such as Luang Prabang Handle with Care, GIZ, public and private sectors.</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>														
4.4	Improve solid waste canal in Luang Prabang															
4.5	Improve public park in Luang Prabang															
4.6	Plant and maintain flowers along the road in Luang Prabang															
4.7	Improve waste management on the street and the river bank															

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 Luang Prabang province	<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	<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 visitor flows	<ul style="list-style-type: none"> <li>- Design contents and languages based on the visitor flows</li> <li>- Identify information distribution channels based on the visitor flows, including online channels (mobile applications, website, social medias) and offline channels (Warning and danger signs, brochure, etc.)</li> </ul>														
5.4	Strengthen capacity of the tourist safety and security agencies in Luang Prabang province	<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	<ul style="list-style-type: none"> <li>- Includes on the Luang Prabang 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 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 the linkages with this activity</li> </ul>														
6.2	Implement the Laos Public Toilet Standard 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 the linkages with this activity</li> </ul>														
6.3	Improve facility in tourism sites for old and disable people along the visitor flows	<ul style="list-style-type: none"> <li>- Implement activities based on the visitor flows</li> <li>- Based on the Tourism Facility in tourism sites for old and disable people guideline</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the 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 along the visitor flows	- Implement activities based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity														
6.5	Develop and improve tourism information centers along the visitor flows	- Implement activities based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity														
6.6	Develop view point on Phousi mountain															
6.7	Improve pier to tourism site based on visitor flow															
6.8	Develop prohibited, warning and information signs at tourism sites															
6.9	Research and set up street light on the street in Luang Prabang															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
7	Tourism Research and Statistic															
7.1	Improve the Luang Prabang tourism statistics 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 the linkages with this activity</li> </ul>														
7.2	Conduct research on the visitor flows in Luang Prabang	<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 the 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	
7.3	Conduct research on the tourist satisfaction based on the visitor flows																
8	Strengthen human resource capacity																
8.1	Organize training on tourism planning and development for government officials in the tourism sector																
8.2	Provide equipment for tourism site research and allocation (GPS, Drone, Computer for design work) for government officials in the tourism sector																
8.3	Organize training on tourism statistic data collection system for government officials in the tourism sector																

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
9	Luang Prabang tourism development taskforce															
9.1	Establish the Luang Prabang tourism development taskforce that includes public and private sectors along the visitor flows	- Identify and select members based on the visitor flows, such as businesses along the visitor flows to ensure that there are members who can provide insights about the flows														
9.2	Provide equipment for the Luang Prabang tourism development taskforce															
9.3	Organize the Luang Prabang tourism development taskforce meetings which aims to review action plan implementation progress for planning	- Invite members or stakeholders who are involved in the action plan implementation to the meeting														
9.4	Distribute action plan implementation progress reports and plan for the future via online channel and social media: Facebook: LuangPrabangDMN	- 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 Section													
1	Online Marketing															
1.1	Develop Luang Prabang Tourism Images & Text Library that can be accessed anywhere and anytime and link with Laos tourism images and text library	<ul style="list-style-type: none"> <li>- Categorize image and text based on traveler typology and visitor flows</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>														
1.2	Improve Luang Prabang tourism website in line with the Luang Prabang Timeless Branding and Laos tourism branding strategy	<ul style="list-style-type: none"> <li>- Design website based on Luang Prabang Timeless Branding, categorize information based on traveler typology &amp; visitor flows</li> <li>- Make website as the center of communication where users or readers are transferred from the social media platforms</li> </ul>														

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 Luang Prabang tourism mobile application that aligns with the Luang Prabang Timeless Branding and Laos tourism branding strategy	<ul style="list-style-type: none"> <li>- Design mobile apps based on the Luang Prabang Timeless Branding, categorize information based on traveler typology &amp; visitor flows</li> <li>- Gather tourism products from tourism development taskforce</li> <li>- Include emergency notification function as well as how to response</li> </ul>														
1.4	Improve Luang Prabang tourism information on social media and other tourism websites based on the needs of the visitor flows	<ul style="list-style-type: none"> <li>- Ensure 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> <li>- User social media bas on the visitor flows, such as WeChat, Weibo, Youku Tudou that are popular among Chinese tourists</li> </ul>														



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.5	Improve Luang Prabang 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>														
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> </ul>														
2.2	Regional Travel Trade Fairs	<ul style="list-style-type: none"> <li>- Gather tourism products from tourism development taskforce</li> <li>- Design exhibition booth and printed materials based on the</li> </ul>														
2.2.1	ITB Asia in Singapore	Luang Prabang Timeless Branding, Laos tourism branding and the visitor flows														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2.2.2	Thailand – Laos Cultural Activity Promotion Event (Lane Xang Cultural Tourism Network)	- Facilitate private sector in making appointment with potential buyers - Travel trade fairs that private sectors are not interested but it is important for diplomatic reason, it should not require huge budget														
2.3	Organize road Show to visit travel agents in aboard	- Monitor and assess performance and the results after participating at fairs														
3	Media & PR															
3.1	Organize FAM Trip for travel agents along the visitor flows	- Identify tourism route for FAM Trip arrangement and invite business in Laos and abroad based on the visitor flows - Gather tourism products from tourism development taskforce														
3.2	Develop interpretation boards at tourism sites along the visitor flows	- Design the interpretation board based on the Heritage Interpretation Strategy and the visitor flows - Identify interpretation board installation location based on the visitor flows														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
3.3	Develop the Luang Prabang tourism promotional video based on the visitor flows	- Design the video content based on the visitor flows and Laos tourism branding strategy														
3.4	Work with social media influencers to promote Luang Prabang tourism based on the visitor flows	- Select the social media influencer based on the visitor flows - Design the content based on the visitor flows and Luang Prabang tourism branding - Use the contents for other online marketing														
3.5	Establish slush fund for international media and blogger	- Use this fund in case they are already in the region and willing to come to Laos - Provide funding opportunity on the Luang Prabang tourism website														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
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 Luang Prabang, such as tax reduction, one stop service, coordination with local authorities, etc.</li> </ul>														
4	Tourism Information Service															
4.1	Improve Luang Prabang tourist information centers aligns with the Luang Prabang Timeless Branding	<ul style="list-style-type: none"> <li>- Improve the information center based on the visitor satisfaction survey</li> <li>- Design the information center based on the Luang Prabang Tourism Branding, Laos tourism branding strategy and the visitor flows</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
5	Event															
5.1	Support private sector in arranging Trail Run Sport events for tourism promotion	- Let the private sector take ownership, such as Green Discovery, public sector and project to provide technical and financial support - Design the events based on the visitor flows, the Luang Prabang Tourism Branding and Laos tourism branding strategy														
5.2	Support private sector in arranging cycling event to reduce pollution and promote tourism															
5.3	Support private sector in arranging Luang Prabang Simply Beautiful Event															
5.4	Support private sector in arranging Luang Prabang Food Festival															
5.5	Support private sector in arranging Luang Prabang Traditional Dancing Performance Festival															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
6	Printing material															
6.1	Develop Luang Prabang tourism brochure 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, the Luang Prabang Tourism Branding and Laos tourism branding strategy</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>														
6.2	Develop Luang Prabang guidebook based on the visitor flows															
6.3	Develop Luang Prabang tourism maps based on the visitor flows	<ul style="list-style-type: none"> <li>- Reduce printing volume since people can access to Google Maps online</li> <li>- Design the maps based on the visitor flows, the Luang Prabang Tourism Branding and Laos tourism branding strategy</li> <li>- Gather tourism product 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	Develop the Luang Prabang Timeless Branding Guideline for public and private tourism stakeholders	- Improve the Luang Prabang Timeless Branding Guideline based on the Laos tourism branding strategy and develop in Lao language														
7.2	Disseminate the Luang Prabang Timeless Branding Guideline as well as logo and promotional materials templates	- Include in the Luang Prabang tourism image and text library and Luang Prabang tourism destination online database - Tourism stakeholders can download different size of images based on their purpose														

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	Organize dissemination workshops on Laos tourism marketing strategy for tourism stakeholders in Luang Prabang	<ul style="list-style-type: none"> <li>- Organize dissemination workshops for stakeholders in the tourism sector in the north, central and south of Laos</li> <li>- Provide recommendations on development of tourism marketing program based on the Laos tourism marketing strategy</li> </ul>														
8.2	Develop the Luang Prabang tourism marketing program															
8.3	Develop heritage interpretation strategy based on the visitor flows	<ul style="list-style-type: none"> <li>- Identify data collection and planning areas based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation based on this plan</li> </ul>														



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

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
10	Market Research															
10.1	Conduct research on behaviors and demands of the visitor flows	- Identify target interview based on the visitor flows - Provide recommendations for other taskforces on action plan implementation based on this research findings														
10.2	Conduct assessment on Luang Prabang tourism marketing activity	- Identify target interview based on the visitor flows - Provide recommendations for other taskforces on action plan implementation based on this research findings														
11	Strengthen human resource capacity															
11.1	Organize training on Laos tourism image and text library for government officials in the tourism sector															
11.2	Organize training on Luang Prabang tourism website management for government officials in the 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 training on Luang Prabang tourism mobile application for government officials in the tourism sector															
11.4	Organize training on social media for tourism promotion for government officials in the tourism sector															
11.5	Organize training on travel trade fair participation and roadshow preparation for government officials in the tourism sector															
11.6	Organize training on tourist information service for government officials in the tourism sector															
11.7	Organize training on how to use Luang Prabang tourism branding for government officials in the tourism sector															
11.8	Organize training on printing material design software for government															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
	officials in the tourism sector															
11.9	Organize training on marketing research based on visitor flows for government officials in the tourism sector															
11.10	Provide equipment for tourism marketing activity for government officials in the tourism sector															
12	Luang Prabang tourism marketing taskforce															
12.1	Establish the Luang Prabang 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 insight about the flows														
12.2	Provide equipment for the Luang Prabang tourism marketing taskforce															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
12.3	Organize the Luang Prabang 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: LuangPrabangDMN	- 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 Section													
1	Travel Agent Management															
1.1	Strengthen capacity of the Luang Prabang Association of Travel Agents	<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 the Luang Prabang Tour Guide Group	<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 for visitor based on 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	Implement tourism price control measures based on the visitor flows	<ul style="list-style-type: none"> <li>- Collect data based on the visitor flows</li> <li>- Organize consultation workshop among public and private stakeholders</li> <li>- Develop criteria for price control</li> </ul>														
1.5	Implement Zero – Dollar Tourism Measure based on the visitor flows	<ul style="list-style-type: none"> <li>- Collect data based on the visitor flows</li> </ul>														
2	Accommodation Business Management															
2.1	Implement the Accommodation Standard Classification 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
2.2	Strengthen capacity of Luang Prabang Hotel & Restaurant Association	<ul style="list-style-type: none"> <li>- Enhance role of the association in destination management</li> <li>- Provide incentives to the association members to be actively involved in the action plan implementation and other benefits</li> <li>- Organize training and exposure trip related to association management and administration for the management board and members</li> <li>- Provide equipment for the association office</li> <li>- Support the association to take ownership in activity implementation, such as coordinating with members to participate in hospitality skills training</li> </ul>														

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 tourism sector in accessing the 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 the linkages with this activity</li> </ul>														
3	Tourism Standard and Investment Management															
3.1	Implement the ASEAN Green Hotel Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide incentives for hotel association members</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>														
3.2	Implement the ASEAN Spa Service Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide incentives for hotel association members</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the 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	Restaurant & Entertainment Business Management															
4.1	Implement the Laos Restaurant Safety & Cleanliness Standard	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Work with relevant organizations, such as Department of Industry and Commerce</li> <li>- Strengthen capacity of the central and provincial committees that are the assessors of the restaurant safety &amp; cleanliness standard</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>														
4.3	Implement the human trafficking, woman and child violence prevention activities for restaurant and entertainment businesses	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the 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
4.4	Implement the Entertainment Business Standard	<ul style="list-style-type: none"> <li>- Expand from the Decree on entertainment</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity</li> </ul>														
5	Tourism Site Management															
5.1	Develop Phousi Mountain Tourism Site Management Plan															
5.2	Implement the Laos tourism site standard in collaboration with the Tourism Development Section	<ul style="list-style-type: none"> <li>- Tourism development section leads; tourism management section provides support and participation</li> </ul>														
5.3	Organize first aid and safety training for tourism site businesses 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	Rules & Regulations															
6.1	Develop the Luang Prabang Tourism Management Program	- Identify tourism businesses based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure the linkages with this activity														
6.2	Develop and improve rules and regulations related to tourism business management															
6.3	Disseminate agreement on Car and motorbike caravan tourism	- Simplify the document process for private sector - Study document process of neighboring countries														
6.4	Disseminate agreement on sport event arrangement for tourism promotion, such as Marathon and cycling events	- Simplify the document process for private sector - Study document process of neighboring countries														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
7	Strengthen human resources capacity															
7.1	Organize training on tourism management for government officials in the tourism sector															
7.2	Provide equipment for noise measurement in restaurant and entertainment business for tourism management section															
8	Luang Prabang tourism management taskforce															
8.1	Establish the Luang Prabang 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 insight about the flows														
8.2	Provide equipment for the Luang Prabang tourism management taskforce															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
8.3	Organize the Luang Prabang 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: LuangPrabangDMN	- 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 training on hospitality skills for hotels, guesthouses and restaurants 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 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 training on customer care and service quality improvement for hotels, guesthouses and restaurants management along the visitor flows																
1.3	Organize training on hospitality skills for Chinese targeted hotels, guesthouses and restaurants 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 training on SOP (Standard Operating Procedure) for small and medium size hotels, guesthouses and restaurants along the visitor flows															
1.5	Organize training on safety and cleanliness for restaurants along the visitor flows															
1.6	Organize training on hospitality skills for homestays along the visitor flows															
1.7	Organize training on tourism marketing for small and medium size businesses 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
2	Tour guide training															
2.1	Organize provincial tour guides training based on the needs of the visitor flows	- Work with the provincial tour guide group and travel agent association in reaching their members - Gather tourism products from tourism development taskforce														
2.2	Organize training of trainer for heritage tour guide based on the visitor flows															
2.3	Organize training for heritage guide along the visitor flows															
2.4	Organize tour guide in specific areas training based on the visitor flows	- Focus on tour guides along the visitor flows														
2.5	Organize local guide training based on the visitor flows															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
3	Training of trainer															
3.1	Organize training of trainer for customer care and service quality improvement for – Government officials in the tourism sector															
3.2	Organize training of trainer on hotel SOP for government officials in the tourism sector															
3.3	Organize training of trainer on tourism marketing for government officials in the tourism sector															
3.4	Organize training of trainer for provincial tour guide trainer for government officials in the tourism sector															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4	Research															
4.1	Conduct training needs assessment for hotel, guesthouse, restaurant on service quality improvement	<ul style="list-style-type: none"> <li>- Collect data of businesses based on the visitor flows</li> <li>- Work with IMCT and relevant organizations</li> <li>- Compare the need of private sector and visitor reviews</li> </ul>														
4.2	Conduct training needs assessment for travel agents on tour guides service quality improvement	<ul style="list-style-type: none"> <li>- Collect data based on the visitor flows</li> <li>- Collect number of tour guides categorized by languages, including French, German, Italian, Spanish, Chinese, etc. Compare the demand from travel agents and identify solutions on how to ensure the sufficient supply of these tour guides</li> <li>- Compare the travel agents demand with review from the visitors</li> </ul>														
4.3	Conduct assessment on existing tour guides who have participated in the trainings															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4.4	Conduct assessment on existing staff in hotels, guesthouses and restaurants who have participated the trainings															
4.5	Conduct assessment on safety and cleanliness standard															
5	Strengthen capacity of public and private education institutes in the tourism sector															
5.1	Build capacity of teachers in the tourism sector through trainings and exposure trips in Laos and abroad															
5.2	Improve demonstration facilities of the institutes															
5.3	Provide necessary training equipment for teachers	- Apart from the equipment, provide relevant document, such as ASEAN and Laos standards														
5.4	Improve curriculum for bachelor's degree															

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

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
7.2	Organize training of trainer on ASEAN standard assessment for government officials in the tourism sector															
8	Planning															
8.1	Develop Luang Prabang human resources skills development program															
9	Skills development taskforce															
9.1	Establish the Skills development taskforce that includes public and private sector along the visitor flows	- Identify and select members based on the visitor flows, such as businesses along the visitor flows to ensure there are members who can provide insights about the flows														
9.2	Provide equipment for the Skills development taskforce															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
9.3	Organize the 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 via online channel and social media: Facebook: LuangPrabangDMN	- Write a short article and post pictures on social media														



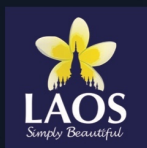
## Annex 2.5: Destination Management

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 Luang Prabang 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 both public and private sectors of the network</li> </ul>														
1.2	Provide necessary equipment for the Luang Prabang DMN															
1.3	Organize training on destination management for 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 training on workshop preparation and facilitation skills for taskforce coordinators and DMN secretariat															
1.5	Improve English for tourism skills for DMN members															
1.6	Organize exposure trips on destination management in Laos and in the region	<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 there is a network among public and private sector</li> </ul>														

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

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



Ministry of Information, Culture and Tourism  
Second GMS Tourism Infrastructure for Inclusive Growth Project

