

# Vang Vieng Tourism Destination Management Plan 2020 – 2025



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## Acknowledgement

It has been a challenging time for the Vang Vieng 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 6% in 2018 as a result of the Visit Laos Year Campaign, there are still many issues that need to be considered both internal and external factors.

Therefore, the Second GMS Tourism Infrastructure for Inclusive Growth Project funded by the Asian Development Bank has developed this Vang Vieng 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 Vang Vieng 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 Vang Vieng District Public Works and Transportation Office, Vang Vieng District Information, Culture and Tourism Office and Vang Vieng Urban Development Administration Authority 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 groups, communities, 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 Vang Vieng tourism development as well as the social and economic development of the district, 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 Nation World Tourism Organization – UNWTO) to ensure the sustainability of tourism development and the participation of the public and private sectors. Destination management was one of the objectives for the 2015 – 2019 Tourism Infrastructure for Inclusive Growth (TIIG) Project objectives, funded by the Asian Development Bank (ADB). Its aim is to enhance the collaboration among public and private sector in destination management<sup>1</sup>.

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

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

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

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

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



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

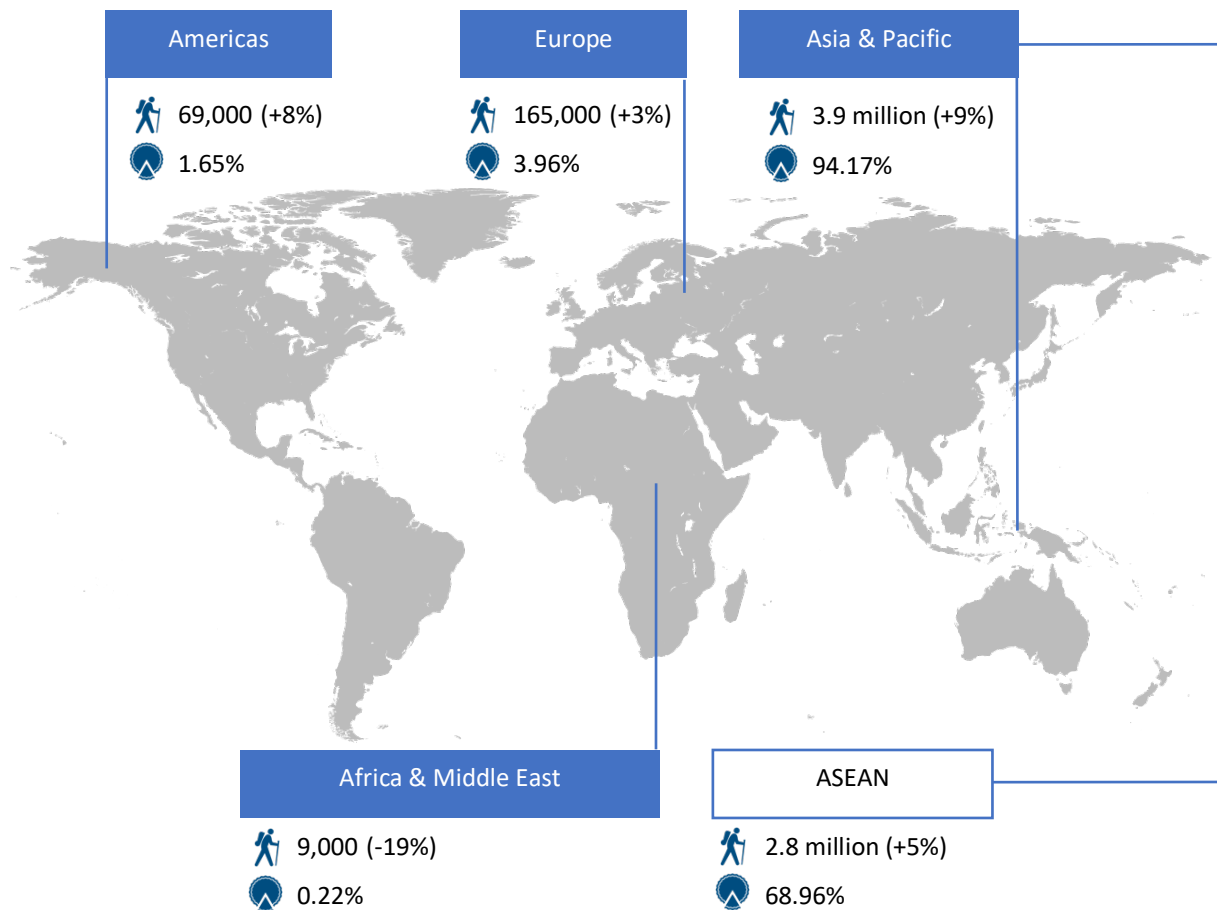
However, the private sector participation was only slightly improved as the DMN structure was mostly dominated by the public sector.

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

## 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.

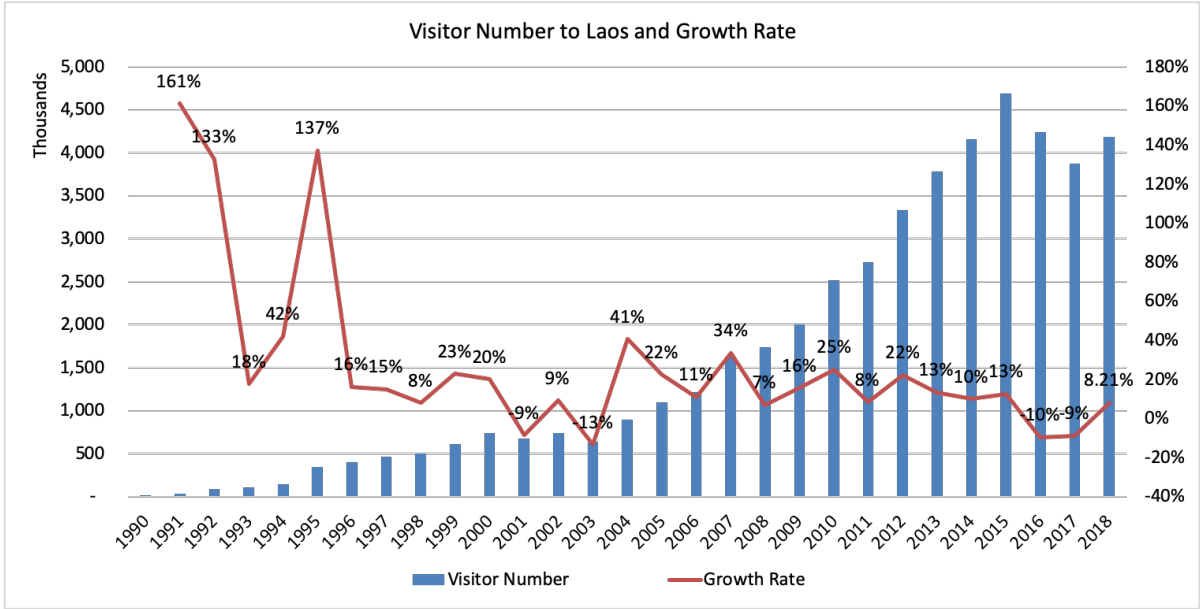
Diagram 2.1: Number of Visitor to Laos by Region



<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

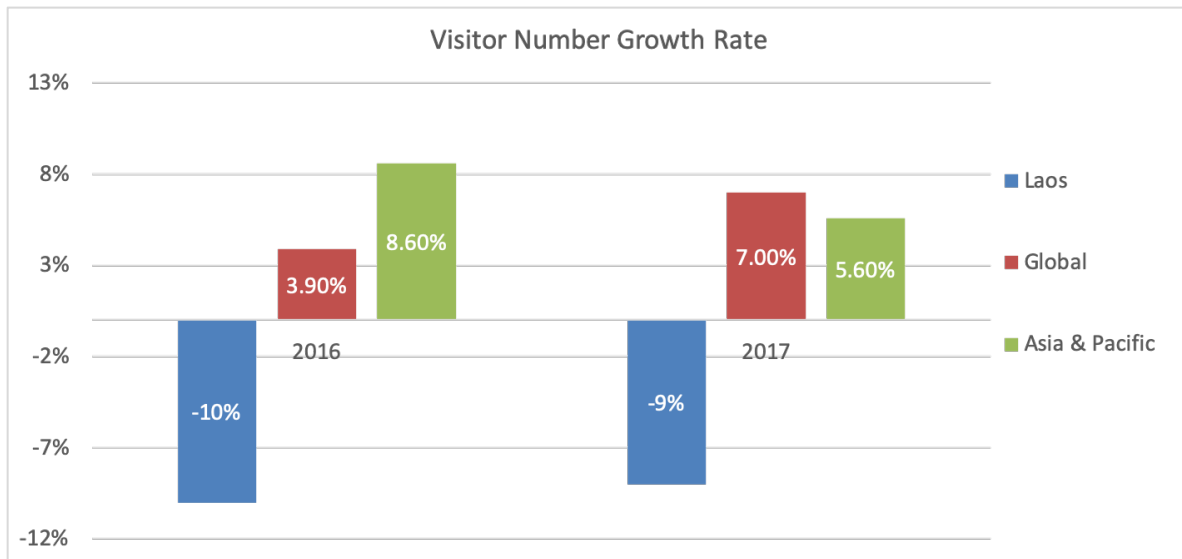


On the other hand, there had been an increasing trend in global and regional tourism visitation, which saw worldwide international arrivals of 1,235 million in 2016 and increase of 3.9% compared to the previous year<sup>4</sup>. The Asia and Pacific visitors increased by 8.6%. In 2017, international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



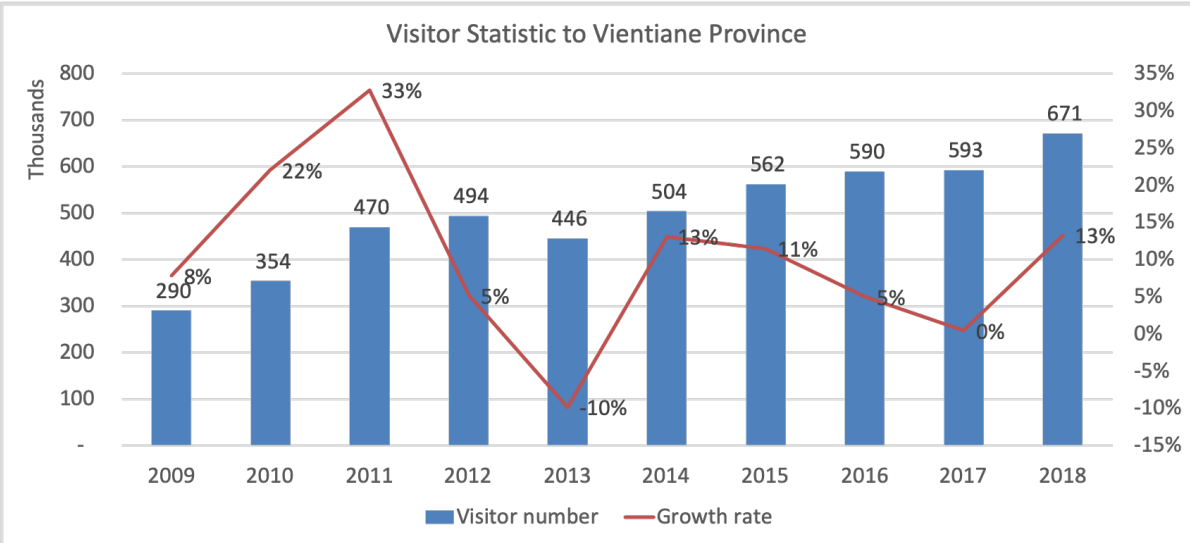
According to the above tourism statistics, it can be concluded that the decline in visitor numbers to Laos in the last couple of years was not only a result of the external factors, which saw less people travelling, however internal factors also play a major role.

There were 671,419 people visited Vientiane province in 2018, grew 13% compared to the previous year<sup>6</sup>. There had been an increasing number of visitors to Vientiane province, but the growth was small and unstable. The growth rate decreased in 2015 – 2017 which was similar situation to the overall Laos tourism sector (Diagram 2.4). There were 200,921 people visited Vang Vieng in 2018 and grew 6% compared to the previous year<sup>7</sup>.

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

<sup>7</sup> Vang Vieng Tourism Statistic Report 2016 – 2019, Vang Vieng District Information, Culture and Tourism Office, 2019

Diagram 2.4: Foreign Visitor Statistic to Vientiane 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>8</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>8</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>9</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>9</sup> Laos PDR Destination Management Plan 2016 – 2018, Page 37, MICT

### 3.1 International Experiential FIT<sup>10</sup> Flow in Vang Vieng

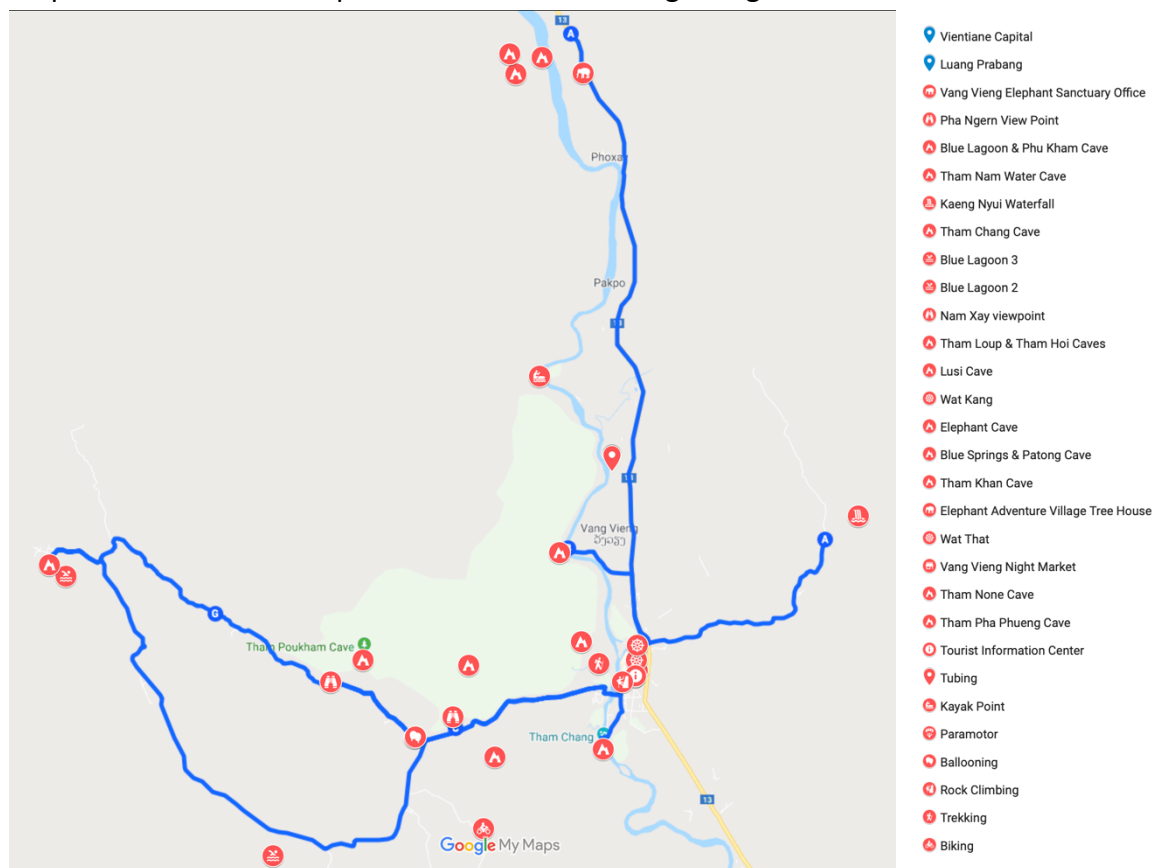
Characteristic	They are independent travelers who have budget, travels to Vang Vieng by a minivan from Vientiane Capital or Luang Prabang province. They book their accommodations at Agoda or directly with the medium and large accommodation providers, such as Inthira, Amari, The Grand Riverside, Silver Naga, Riverside Boutique Resort, Sanctuary Nam Ngum Beach Resort, etc. They search for tourist attractions on the TripAdvisor, use local guides, massages and spas and will pay higher price to gain valuable experience, such as riding balloons, paramotors and rock climbings. They do not stay at homestays since the service quality and safety standard is limited.
Motivation / Interest	To relax and experience authentic natures
When do they come?	Peak season is from November to February
How many?	There were 62,800 European visited Vang Vieng in 2018, but there is no specific statistic for this visitor flow
Average Spending / Person / Day	50 – 100 USD / Person / Day <sup>11</sup>
Average Length of Stay	2 – 3 days
System Heads	<ul style="list-style-type: none"> <li>– Travel agents in Vang Vieng who sell day trip, such as Green Discovery, VLT Natural Tours, etc.</li> <li>– TripAdvisor, Agoda, Booking.com and high-quality accommodation providers in Vang Vieng</li> </ul>
Market Maven	<ul style="list-style-type: none"> <li>– TripAdvisor Review, Wikitravel, Lonely Planet, Travelfish and friends</li> </ul>
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Vang Vieng has good quality accommodation and restaurant for this visitor flow</li> <li>– Authentic natural heritages</li> <li>– Peaceful and suitable for relaxation</li> </ul>

<sup>10</sup> FIT: Free Independent Traveler

<sup>11</sup> Research on Tourism Behavior in Laos (Vang Vieng) and Recommendation for Tourism Development (European, Chinese and Korean Visitor), page 22, Tourism Development Department, MICT, 2018

Weakness	<ul style="list-style-type: none"> <li>– Limited cleanliness in urban area and Nam Song river</li> <li>– Limited local guide service quality</li> <li>– Limited safety standard of tourism activities</li> <li>– Limited online tourism information</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– This visitor flow has high purchasing power and they are responsibly travelers</li> <li>– They are able to access to technology and online information</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– The in appropriated behavior of a big group of visitors, such as speaking loudly may affect this visitor flow</li> </ul>

Map 3.1: International Experiential FIT Flow in Vang Vieng



Online map: [Interactive Map](#)

Source: [TripAdvisor](#)



### 3.2 International Budgeted FIT Flow in Vang Vieng

Characteristic	International independent travelers who have limited budget or they are called “Backpacker” in Laos. They travel to Vang Vieng buy a VIP minivan or a public bus from Vientiane Capital or Luang Prabang city. They have access to technology and book the accommodations similar to the experiential FIT travelers. They main different is that they choose the affordable accommodations with Wi-Fi. Some people walk around to check the price instead of make the online booking. Some stay at homestays, such as Na Duang village. They looking for attraction on TripAdvisor, rent a motorbike or bicycle to travel to tourism sites, but they do not use local guides. They do not use massage and spa services or do any expensive activities, such as riding balloons, paramotors and rock climbing. They travel from a province to another province by plane or public bus.
Motivation / Interest	To relax and experience the authentic natures
When do they come?	All year round
How many?	There were 62,800 European visited Vang Vieng in 2018, but there is no specific statistic for this visitor flow
Average Spending / Person / Day	10 – 50 USD / Person / Day <sup>12</sup>
Average Length of Stay	2 – 4 Day
System Heads	<ul style="list-style-type: none"> <li>– Tourist attractions in Vang Vieng</li> <li>– TripAdvisor, Agoda, Booking.com</li> </ul>
Market Maven	TripAdvisor Review, Wikitravel, Lonely Planet, Travelfish, Friends
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Authentic natural heritages</li> <li>– Affordable tourism activities and attractions</li> </ul>

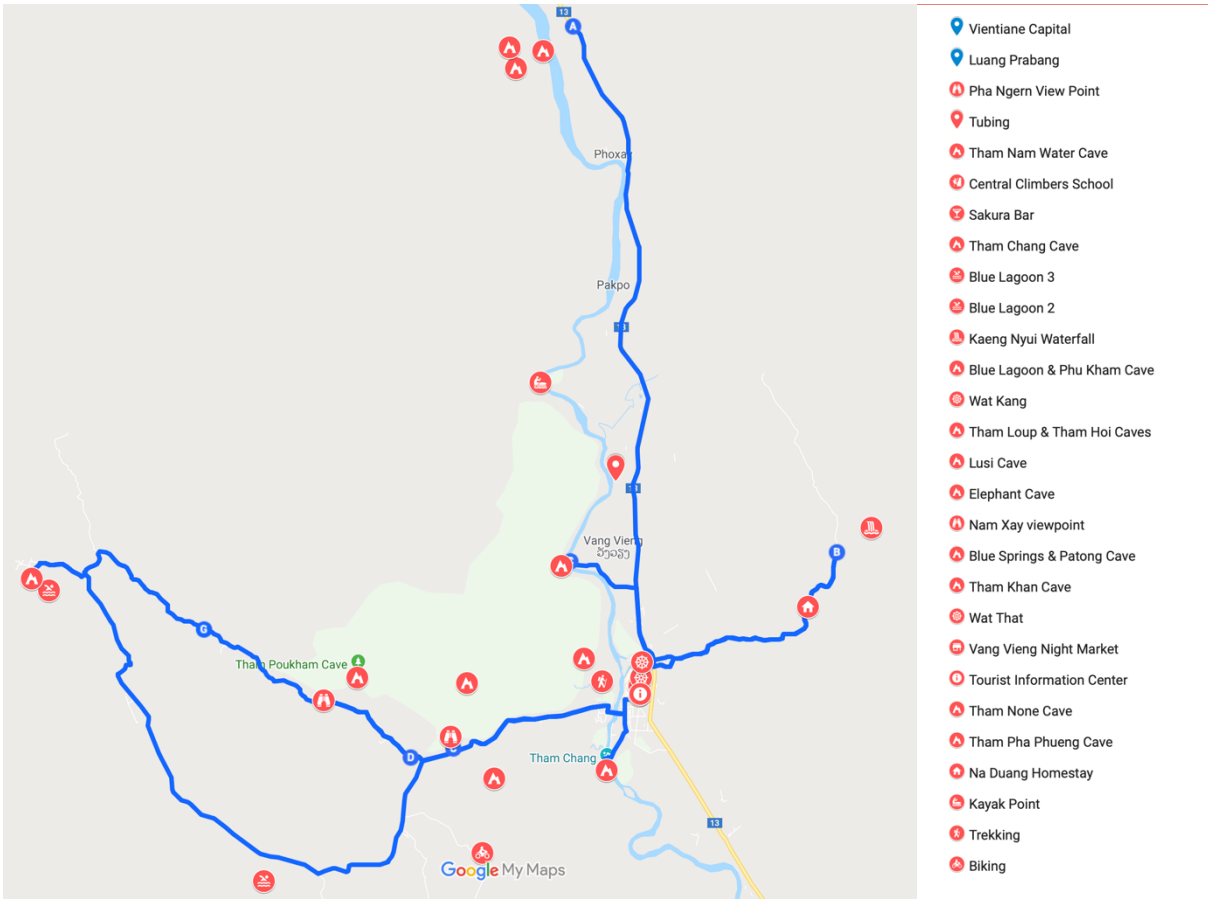
<sup>12</sup> Research on Tourism Behavior in Laos (Vang Vieng) and Recommendation for Tourism Development (European, Chinese and Korean Visitor), page 22, Tourism Development Department, MICT, 2018

Weakness	<ul style="list-style-type: none"> <li>– Limited safety standard of tourism activity</li> <li>– Limited online tourism information</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– They are able to access to technology and online information</li> </ul>
Threat <sup>13</sup>	<ul style="list-style-type: none"> <li>– The visitors often get too much drunk and make noise, which disturbs other group of visitors</li> <li>– Some visitors are involved in drug and prostitution</li> <li>– Low purchasing power</li> <li>– Inappropriate dressing</li> <li>– Some travelers lack of cleanliness</li> <li>– They do not like to put on life jackets and do not return the tubes on time</li> </ul>

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<sup>13</sup> Research on Tourism Behavior in Laos (Vang Vieng) and Recommendation for Tourism Development (European, Chinese and Korean Visitor), page 34, Tourism Development Department, MICT, 2018

Map 3.2: International Budgeted FIT Flow in Vang Vieng



Online map: [Interactive Map](#)

Source: [TripAdvisor](#), [The Broke Backpacker](#), [The Guardian](#), [Independent](#)

### 3.3 Korean Group Flow in Vang Vieng

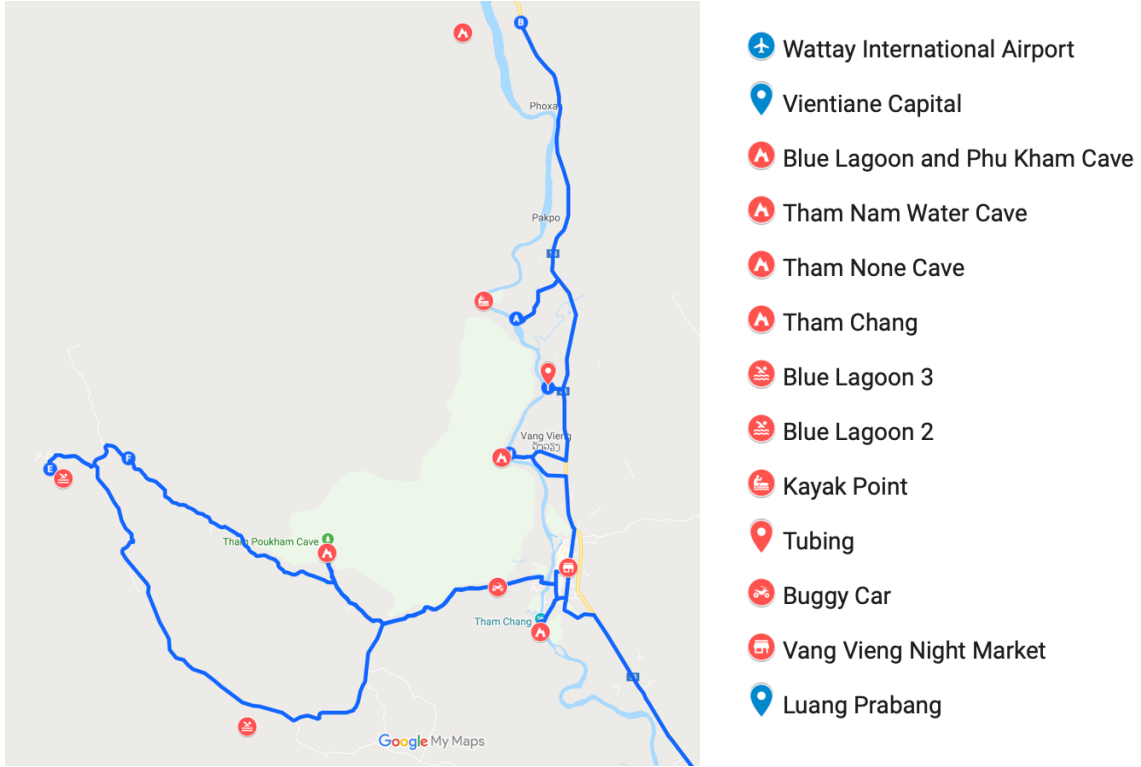
Characteristic	They book a tour with a travel agent, travels with families or in a group with tour guides. Travels from Vientiane Capital and Luang Prabang by big buses or minivans. Most of them are in middle – aged, they like to do massages and prefer the businesses those are owned by Korean people.
Motivation / Interest	To relax and experience authentic natures
When do they come?	November - February
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	60 – 90 USD / Person / Day <sup>14</sup> (Including flight ticket from Korea)
Average Length of Stay	2 – 3 days
System Heads	<a href="http://www.drctour.com">Hana Laos Tour, www.drctour.com</a>
Market Maven	TV programs, families and friends
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Authentic natural heritages</li> <li>– Vang Vieng has become a popular destination for Korean visitors because of the TV show namely “Youth Over Flower” in 2014</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited capacity of local businesses, which make it difficult to compete with Korean own businesses. Limited understanding of Korean culture and communication skills.</li> <li>– Limited safety standard of tourism activities</li> <li>– Limited capacity of tour guides which results in limited role and responsibility in the tours</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Lao PDR has a good diplomatic relationship with South Korea, there is South Korean Embassy in Vientiane Capital who promotes Laos tourism. There is a development project called KOIC, this creates awareness about Laos among Korean people.</li> </ul>
Threat <sup>15</sup>	<ul style="list-style-type: none"> <li>– Elder Korean visitors often get angry and speak loudly when they are not satisfied</li> </ul>

<sup>14</sup> [www.drctour.com](http://www.drctour.com)

<sup>15</sup> Research on Tourism Behavior in Laos (Vang Vieng) and Recommendation for Tourism Development (European, Chinese and Korean Visitor), page 34 – 45, Tourism Development Department, MICT, 2018

	<ul style="list-style-type: none"> <li>– Korean tour guides or tour leaders often take advantage of the local travel agents and restaurants, they make bargain for their own benefits.</li> <li>– Korean visitors prefer the businesses those are owned by Korean, including accommodations, restaurants, massages, buggy cars. Revenue is not distributed to the local people</li> </ul>
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Map 3.3: Korean Group Flow in Vang Vieng



Online map: [Interactive Map](#)

Source: [Modetour](#), [Hana Tour](#), [Hana Tour Magazine](#), [Hana Tour Sticker](#)  
[Youth Over Flower Laos](#), [www.dr tour.com](#)

### 3.4 Korean FIT Flow in Vang Vieng

Characteristic	Teenagers and students travel to Vang Vieng with friend on their own. They like adventure activities. Travels in Vang Vieng by renting motorbikes, bicycles or buggy cars. They search information on internet and Korean tourism websites.
Motivation / Interest	To relax and experience authentic natures
When do they come?	November to February
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	50 – 70 USD / Person / Day
Average Length of Stay	2 – 3 days
System Heads	Hanafree, Interpark, Naeil Tour, <u>Blue Travel</u> , <u>Segyero</u> , <u>Webtour</u>
Market Maven	<u>Korean Traveler Bloggers</u>
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Authentic natural heritages</li> <li>– Vang Vieng has become a popular destination for Korean visitors because of the TV show namely “Youth Over Flower” in 2014</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited capacity of local businesses, which make it difficult to compete with Korean own businesses. Limited understanding of Korean culture and communication skills.</li> <li>– Limited safety standard of tourism activities</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Korean people tend to travel independently, the Korean travel agent has started to offer semi – organized tour package online platform, such as Hanafree</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Korean visitors prefer the businesses those are owned by Korean, including accommodations, restaurants, massages, buggy cars. Revenue is not distributed to the local people</li> <li>– Limited management and speed control of buggy cars</li> </ul>

Map 3.4: Korean FIT Flow in Vang Vieng



Online map: [Interactive Map](#)

Source: [Webtour](#), [Interpark](#), [Hanafree](#), [Naeil Tour](#), [Blue Travel](#), [Segyero](#)  
[Haymarket HQ](#), [BeMyGuest](#)

### 3.5 Chinese Car Caravan Flow in Vang Vieng

Characteristic	They drive their own cars in a group from Boten, Luang Namtha province. Travels in Luang Prabang before heading to Vang Vieng. Most of them are in middle – aged, between 35 – 54 years. They book their tours with travel agents in China, some groups take the tour guides from Luang Prabang. They stay at accommodations that has parking areas. The groups do not stay at the same places, but gather when they travel. They prefer the businesses those are owned by Chinese, such as hotels, guesthouses and restaurants.
Motivation / Interest	To relax and experience nature along the road and in Vang Vieng
When do they come?	Chinese New Year
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	40 – 70 USD / Person / Day
Average Length of Stay	2 – 3 days
System Heads	<a href="http://Trip.com">Trip.com</a> , <a href="http://Mafengwo.cn">Mafengwo.cn</a>
Market Maven	Families, friends, social medias in China, such as Renren and Youku Tudou
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Authentic natural heritage, it is called Little Guilin among Chinese visitors</li> <li>– Convenient to travel by cars</li> <li>– Capable businesses those are owned by Chinese</li> <li>– Laos has launched a Visit Laos – China Year 2019</li> </ul>



Weakness	<ul style="list-style-type: none"> <li>– Limited car parking areas in Vang Vieng and limited management of the parking area</li> <li>– Narrow streets in Vang Vieng, difficult to travel when cars are parked along the street</li> <li>– Limited online tourism information for Chinese, including directional signpost</li> <li>– Limited capacity of small size enterprises, it is difficult to compete with medium, large and foreign owned businesses</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Laos – China railway project will be completed in 2022, more Chinese visitors may come to Vang Vieng. One of the train stations is located in Vang Vieng.</li> <li>– Chinese visitors are now able to pay via Alipay Application in Laos (via Lao Development Bank and BCEL) and WeChat Pay (via BCEL) without carrying cash and exchanging money</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 signposts, prohibited signs and interpretation boards.</li> <li>– Chinese people speak loudly, smoke and throw the cigarette on the street</li> <li>– Chinese people drive fast and park in inappropriate areas</li> <li>– Chinese people prefer the businesses those are owned by the Chinese, including hotels, guesthouses and restaurants. Revenue is not distributed to local people</li> <li>– They like throwing rubbishes in inappropriate place and do not clean the toilet after using</li> <li>– They do not listen to the tour guides and do not wear life jackets</li> <li>– Chinese people use different social media platforms, 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>16</sup>. We need to get familiar and use these tools in order to reach the Chinese tourists</li> </ul>

<sup>16</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 3.5: Chinese Car Caravan Flow in Vang Vieng



Online map: [Interactive Map](#)

Source: [www.mafengwo.cn](http://www.mafengwo.cn), [www.mkzyty.com](http://www.mkzyty.com), [Ctrip](http://Ctrip), [www.mgrounline.com](http://www.mgrounline.com)  
[Chinese Tourist Agency](#), [www.sohu.com](http://www.sohu.com)

### 3.6 Chinese Group Flow in Vang Vieng

Characteristic	They travel in groups with travel agents in minivans from Luang Prabang or big buses from Vientiane Capital. They stay at medium to large hotels, such as Silver Naga Hotel, Amari Hotel, etc. They prefer the businesses those are owned by Chinese, such as hotels, guesthouses and restaurants.
Motivation / Interest	To relax and experience natural heritage of Vang Vieng
When do they come?	Chinese New Year
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	40 – 70 USD / Person / Day
Average Length of Stay	2 – 3 days
System Heads	Travel agent in China
Market Maven	Families, friends, Chinese social medias, such as Renren and Youku Tudou
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Authentic natural heritages, it is called Little Guilin among Chinese visitors</li> <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 Visit Laos – China Year 2019 Campaign</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited online tourism information for Chinese, including directional signpost</li> <li>– Limited capacity of small size enterprises, it is difficult to compete with medium, large and foreign owned businesses</li> </ul>

<p>Opportunity</p>	<ul style="list-style-type: none"> <li>- Laos – China railway project will be completed in 2022, more Chinese visitors may come to Vang Vieng. One of the train stations is located in Vang Vieng.</li> <li>- Chinese visitors are now able to pay via Alipay Application in Laos (via Lao Development Bank and BCEL) and WeChat Pay (via BCEL) without carrying cash and exchanging money</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 signposts, prohibited signs and interpretation boards.</li> <li>- Chinese people speak loudly, smoke and throw the cigarette on the streets</li> <li>- Chinese people prefer the businesses those are owned by the Chinese, including hotels, guesthouses and restaurants. Revenue is not distributed to local people</li> <li>- They like throwing rubbishes in inappropriate place and do not clean the toilet after using</li> <li>- They do not listen to the tour guides and do not wear life jackets</li> <li>- Chinese people use different social media platforms, 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>

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<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 3.6: Chinese Group Flow in Vang Vieng



Online map: [Interactive Map](#)

Source: [Huanya Tour](#), [Ctrip](#), [Ctrip](#)

Activity that is not indicated on the map: Tham Anglouang, Longtail boat, Mong ethnic group village

### 3.7 Thai Packaged Tour Flow in Vang Vieng

Characteristic	Travel in groups with travel agents from Vientiane Capital. Some groups stop at Nam Ngum Reservoir area before heading to Vang Vieng. Most of them are in middle – aged and elder people. They are interested in religious, making merit and off – season offerings. The tour follows the itinerary made by the travel agents. They do not have time to engage or interact with the destination hosts as they travel in a big group and their schedule is tight. They like to be entertained in the tourism sites and during travel. Therefore, the tour guides are required entertainment skills, such as storytelling and singing songs. Women like to do shopping 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 relax and experience the natural heritage
When do they come?	Lao New Year and long holiday in Thailand
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	56 – 113 USD / Person / Day <sup>18</sup>
Average Length of Stay	1 – 2 days
System Heads	Travel agents in Thailand and Laos
Market Maven	Social medias, families and friends
SWOT Analysis	
Strength	– Laos and Thailand have similar language and culture, it is easy to communicate

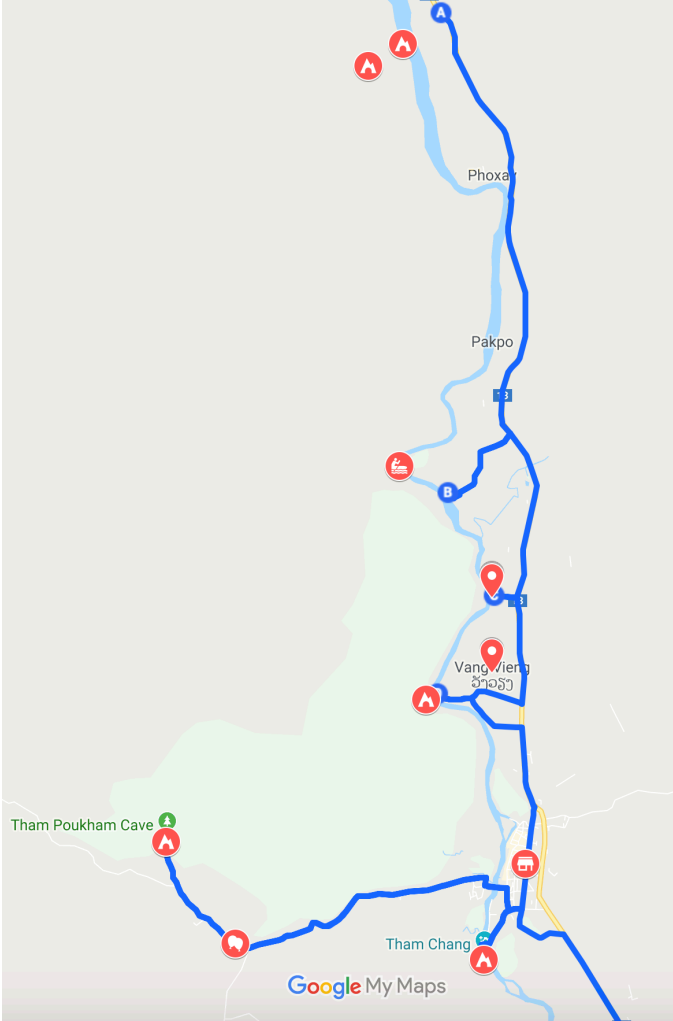
<sup>18</sup> Calculated from 3 days 2 nights tour package 5,200 – 10,500 Thai Baht of [L2btravel](#)

Weakness	<ul style="list-style-type: none"> <li>– Limited target marketing and online tourism information. Most of the information for Thai visitor reply on Thai website</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Vientiane Capital – Vang Vieng expressway 113.5 Km construction will be completed in 2021. Travelling to Vang Vieng will be much easier and in a shorter distance<sup>19</sup></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>

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<sup>19</sup> [Muan.la](http://Muan.la)

Map 3.7: Thai Packaged Tour Flow in Vang Vieng



- Udon Thani Inter. Airport
- Wattay International Airport
- Vientiane Capital
- Nam Ngum Lake
- Vang Vieng
- Vang Vieng Night Market
- Kayak Point
- Tubing
- Long Tail Boat
- Tham None & Zip Line
- Tham Nam Water Cave
- Elephant Cave
- Tham Chang
- Blue Lagoon and Phu Kham Cave
- Ballooning
- Vientiane Capital
- Wattay International Airport

Online map: [Interactive Map](#)

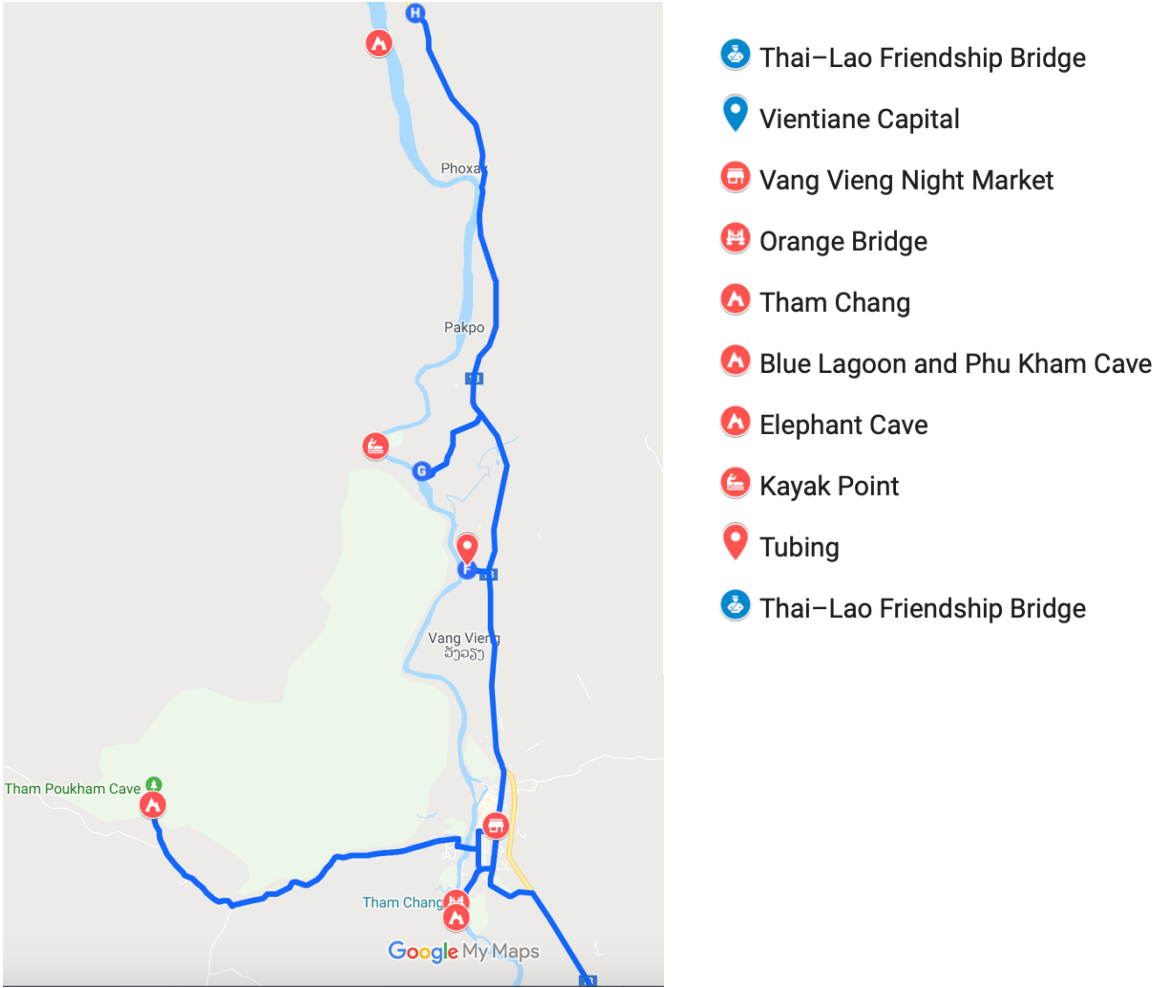
Source: [www.eTravelWay.com](http://www.eTravelWay.com), [www.L2btravel.net](http://www.L2btravel.net)



### 3.8 Thai Big Bike Caravan Flow in Vang Vieng

Characteristic	They are groups of bike lover from Thailand, form themselves as an association or a club who like to travel by bike on a tour package organized by travel agents in Thailand. They are supported by motorbike factory and distributors, such as Honda, Yamaha, etc. They cross the Friendship Bridge 1 to travel from Vientiane Capital to Vang Vieng and Luang Prabang. Stays in Vang Vieng and Luang Prabang for 1 night each. They like adventurous activities, use massages, spa services and public toilets.
Motivation / Interest	To experience natural and cultural heritage along the road
When do they come?	Lao New Year and long holiday in Thailand
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	97 USD / Person / Day
Average Length of Stay	1 – 2 days
System Heads	The big bike association or club in Thailand, Motorbike factories and distributors in Thailand, such as Honda and Yamaha.
Market Maven	Friends who ride big bikes, social medias, such as Pantip
SWOT Analysis	
Strength	– Natural and cultural heritage along the road
Weakness	– Short length of stay, visit few attractions, spend most of their time on motorbikes – Limited online tourism information – Limited directional signposts
Opportunity	– Big bike tours are gaining popularity in Thailand
Threat	– Strong competition Thailand, Cambodia, Vietnam and China – Road safety is still a challenge

Map 3.8: Thai Big Bike Caravan Flow in Vang Vieng



Online map: [Interactive Map](#)

Source: [MGR Online](#), [Kawasaki Motoaholic](#), [www.pantip.com](#)

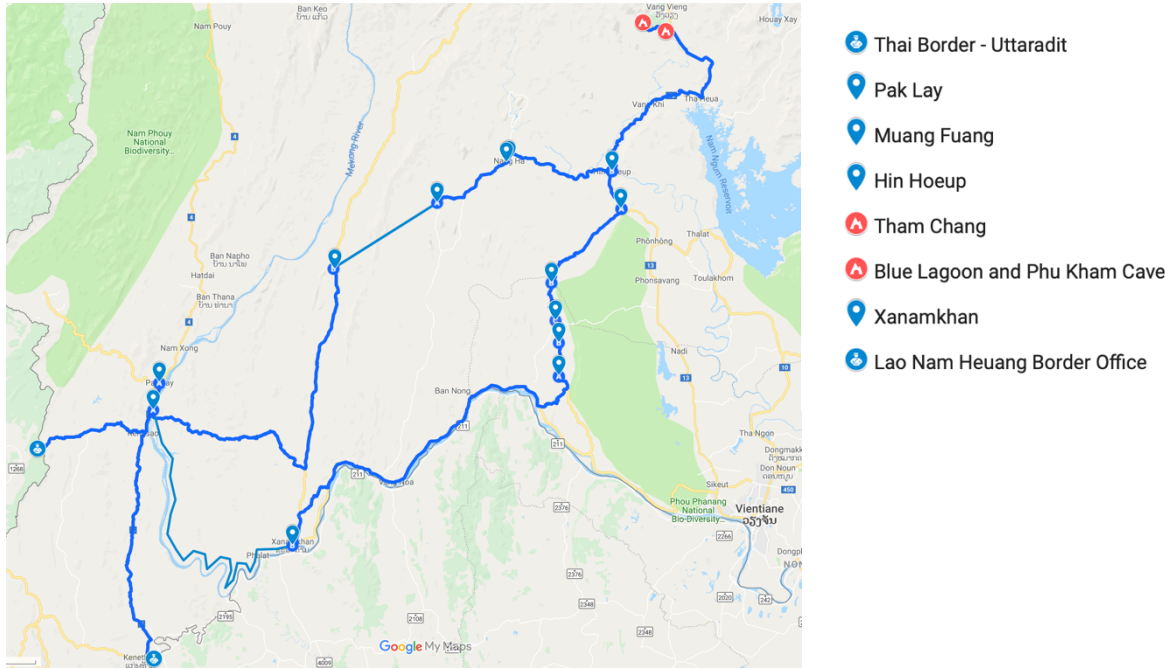
### 3.9 Thai Off Road Car Caravan Flow in Vang Vieng

Characteristic	They are the off-road car lovers from Thailand, form themselves as an association or a club who like to travel by off – road cars with a tour package organized by travel agents in Thailand. They are sponsored by major car manufacturers and distributors, such as Toyota, Ford, etc. They come in a group from Uttaradit province, Thailand to Paklay district, Xayyabouly province. They travel through Pheuang, Hin Heup in order to come to Vang Vieng. They prefer to travel on dirt road and avoid the main road if it is possible. Most of their time is on vehicles, they do not visit many tourism sites. They travel back via Hin Heup, Xanakham, Paklay in order to exit from Nam Heuang Border at Kenthao district. They like adventurous activities, use massages, spa services and public toilets.
Motivation / Interest	To experience natural and cultural heritage along the road
When do they come?	Lao New Year and long holiday in Thailand
How many?	There is no specific statistics for this visitor flow
Average Spending / Person / Day	110 USD / Person / Day <sup>20</sup>
Average Length of Stay	1 – 2 Days
System Heads	Off-road car association or club in Thailand, automotive factories and distributors company in Thailand
Market Maven	Off – road car friends, social medias, such as pantip
SWOT Analysis	
Strength	– Natural and cultural heritage along the road
Weakness	– Short length of stay, visit few attractions, spend most of their time on motorbike – Limited online tourism information – Limited directional signpost
Opportunity	– Off- road car tours are gaining popularity in Thailand

<sup>20</sup> Calculated from a tour package, 4 days 3 nights, 12,900 Thai Baht / person, plus vehicle 2,900 Baht / vehicle

Threat	– Road safety in Laos is still a challenge <sup>21</sup>
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Map 3.9: Thai Off Road Car Caravan Flow in Vang Vieng



Online map: [Interactive Map](#)

Source: [Tripdeedee](#), [WC TV Online](#), [WC TV Online](#), [Loeitavel](#), [Pantip](#)  
[www.mgrronline.com](#), [Northern Car](#), [www.weekendhobby.com](#)

<sup>21</sup> [Kapook.com](#)

### 3.10 Domestic Weekender Flow in Vang Vieng

Characteristic	Lao people or foreigners living in Laos, especially from Vientiane Capital. They drive their own cars to Vang Vieng via the 13 north road on the weekend. They come with their families, friends and colleagues. They stay at accommodations that has parking area, like to eat local food, buy handicrafts and use public toilets at resting areas. They prefer attractions that have restaurants close to the nature with loud music.
Motivation / Interest	To relax and experience natural heritage
When do they come?	Public holiday and weekend
How many?	There were 43,900 domestic visitors came to Vang Vieng in 2018, but there is specific statistic for this visitor flow
Average Spending / Person / Day	No data
Average Length of Stay	2 – 3 days
System Heads	Tourist attractions, travel agents that sell day tour
Market Maven	Social medias, especially Facebook, Friends
<b>SWOT Analysis</b>	
Strength	<ul style="list-style-type: none"> <li>– Vang Vieng locates close to Vientiane Capital, it is the nearest natural attraction for people living in Vientiane Capital</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Price of products and services is higher than other areas</li> <li>– Limited online tourism information and target marketing</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Vientiane Capital – Vang Vieng expressway 113.5 Km construction will be completed in 2021. Travelling to Vang Vieng will be much easier and in a shorter distance</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Economic situation is still a challenge, people may travel less</li> </ul>

Map 3.10: Domestic Weekender Flow in Vang Vieng



Online map: [Interactive Map](#)

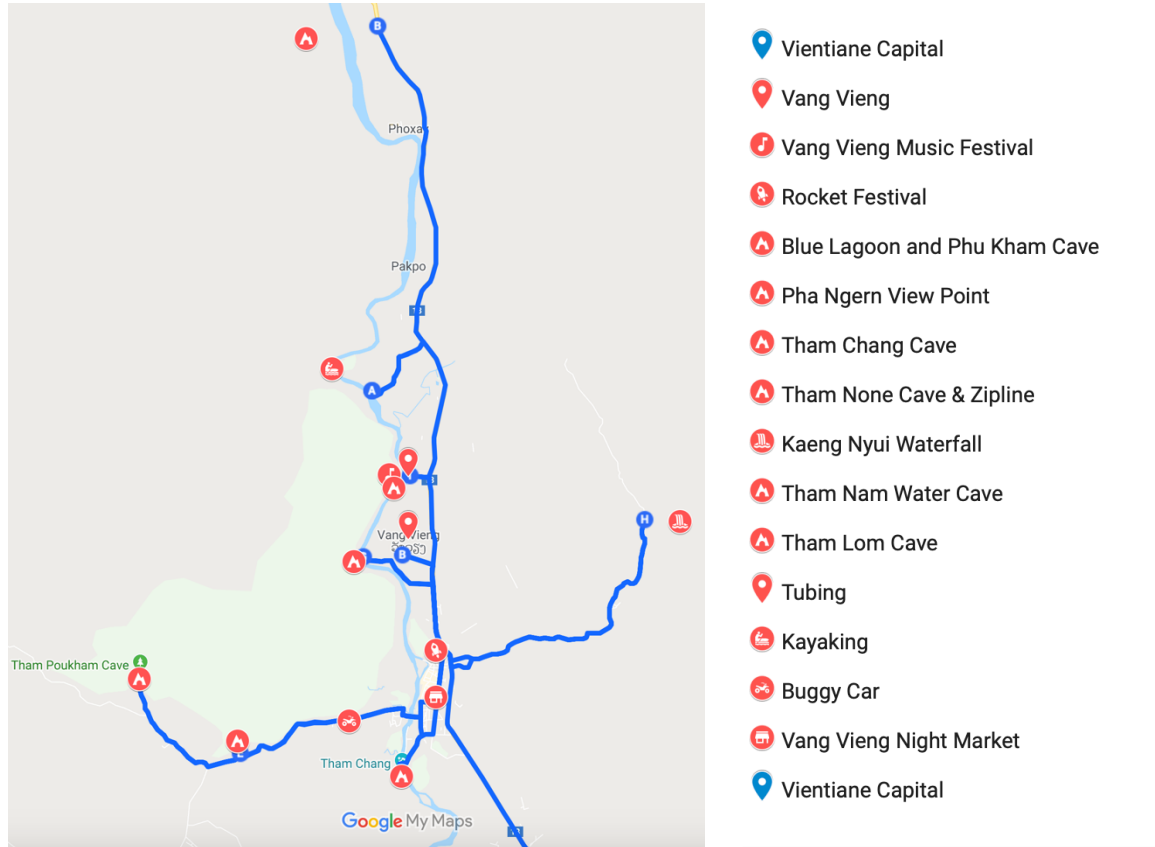
Source: [Muan.la](#), [Muan.la](#), [Muan.la](#),

### 3.11 Domestic Event & Festival Flow in Vang Vieng

Characteristic	Lao people and foreigners living in Laos, especially from Vientiane Capital. They drive their own cars to Vang Vieng during local events and festivals, such as Lao New Year, rocket and music festival. They come with their families, friends and colleagues. They stay at accommodations that has parking areas, like to eat local food, buy handicrafts and use public toilets at resting areas. They prefer attractions that have restaurants close to the nature with loud music.
Motivation / Interest	To experience cultural heritage and entertainment during festival
When do they come?	Lao New Year: April Rocket festival: May Vang Vieng Music Festival: December
How many?	There were 43,900 domestic visitors came to Vang Vieng in 2018, but there is specific statistic for this visitor flow
Average Spending / Person / Day	No data
Average Length of Stay	2 – 3 days
System Heads	Event organizers, tourist attractions and travel agents that sell day tour
Market Maven	Friends, social medias, especially Facebook
<b>SWOT Analysis</b>	
Strength	<ul style="list-style-type: none"> <li>– Vang Vieng has the authentic natural heritages</li> <li>– There is large outdoor area for organizing events</li> <li>– Vang Vieng locates close to Vientiane Capital, it is the nearest natural attraction for people living in Vientiane Capital</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited online tourism information and target marketing</li> <li>– Price of products and services during events and festivals is more expensive than usual</li> <li>– There is not enough accommodation during festivals</li> </ul>

Opportunity	– Vientiane Capital – Vang Vieng expressway 113.5 Km construction will be completed in 2021. Travelling to Vang Vieng will be much easier and in a shorter distance
Threat	– There are many people during events and festivals booth local people and visitors; safety and security standards need to be improved

Map 3.11: Domestic Event & Festival Flow in Vang Vieng



Online map: [Interactive Map](#)

Source: [Vang Vieng Music Fest](#), [Muan.la](#),



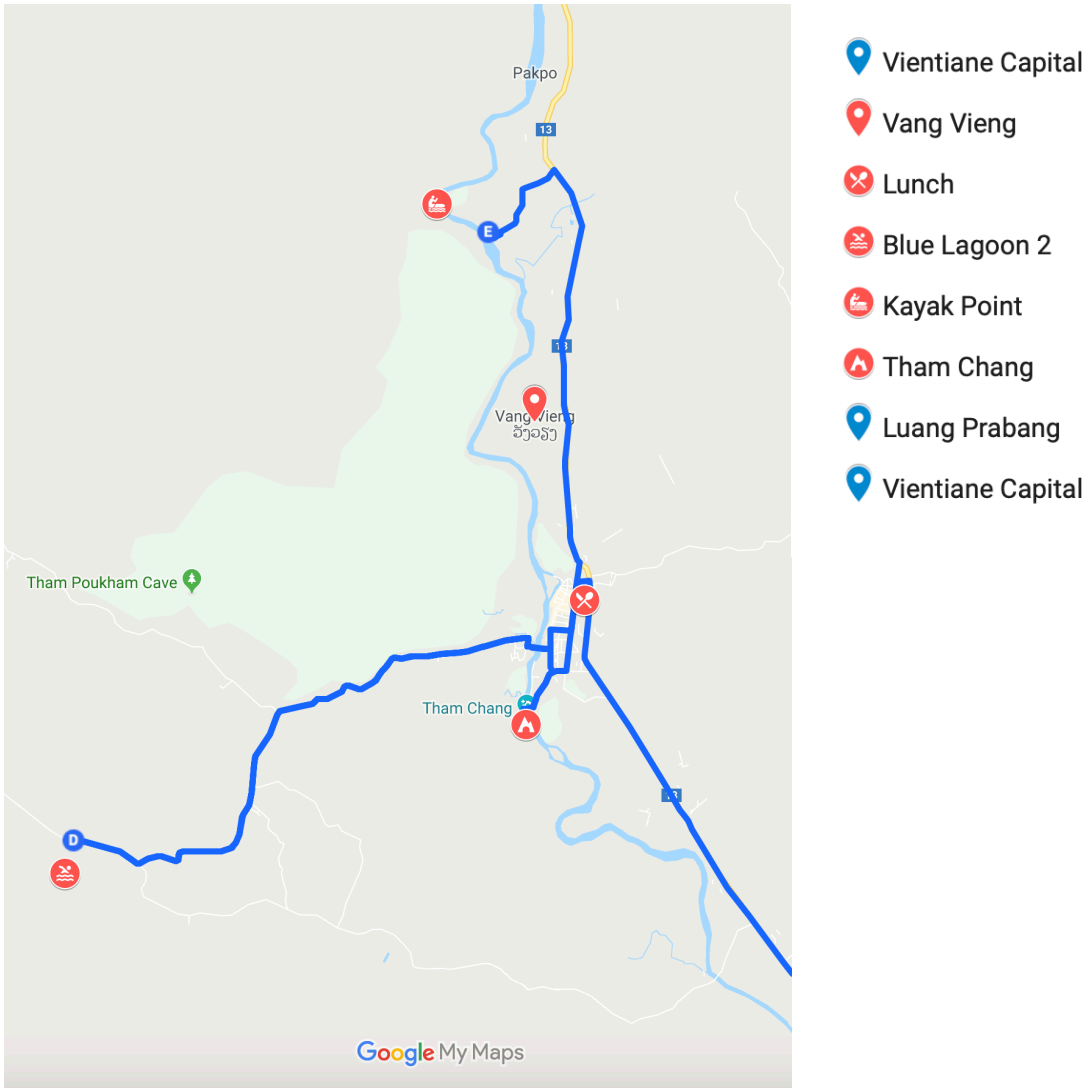
### 3.12 Domestic MICE in Vang Vieng

Characteristic	Participants from public, private and project who travel from Vientiane Capital for workshops or meetings. Travel with their own cars, buses or minivans. They stay at the meeting venues or nearby accommodations. They continue to travel and buy souvenirs during or after the meetings in Vang Vieng
Motivation / Interest	To experience natural scenery during or after the meetings
When do they come?	All year round
How many?	There were 43,900 domestic visitors came to Vang Vieng in 2018, but there is specific statistic for this visitor flow
Average Spending / Person / Day	No data
Average Length of Stay	2 – 3 days
System Heads	Medium to large hotels those have meeting venues and facilities
Market Maven	Colleagues and social medias
SWOT Analysis	
Strength	<ul style="list-style-type: none"> <li>– Authentic natural sceneries</li> <li>– It locates close to Vientiane Capital and convenient transportation</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>– Limited online tourism information and target marketing</li> <li>– Limited availability of quality services and meeting venues</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>– Vientiane Capital – Vang Vieng expressway 113.5 Km construction will be completed in 2021. Travelling to Vang Vieng will be much easier and in a shorter distance</li> </ul>
Threat	<ul style="list-style-type: none"> <li>– Economic situation is still challenging, organizations may organize meeting within the provinces in order to save the cost</li> </ul>

### 3.13 Domestic Educational Travel Flow in Vang Vieng

Characteristic	Students from public and private education institutes, especially private business colleges. They travel in groups by big buses from Vientiane Capital.
Motivation / Interest	To experience natural heritages and team building activities
When do they come?	All year round
How many?	There were 43,900 domestic visitors came to Vang Vieng in 2018, but there is specific statistic for this visitor flow
Average Spending / Person / Day	No data
Average Length of Stay	2 days
System Heads	Public and private education institutes
Market Maven	Friends, social medias, especially Facebook
SWOT Analysis	
Strength	– Vang Vieng tourism is growing, there are both advantage and disadvantage in tourism development that can be lesson learns for the students
Weakness	– Limited online tourism information and target marketing
Opportunity	– Vientiane Capital – Vang Vieng expressway 113.5 Km construction will be completed in 2021. Travelling to Vang Vieng will be much easier and in a shorter distance
Threat	– Low purchasing power since they are students

Map 3.13: Domestic Educational Travel Flow in Vang Vieng



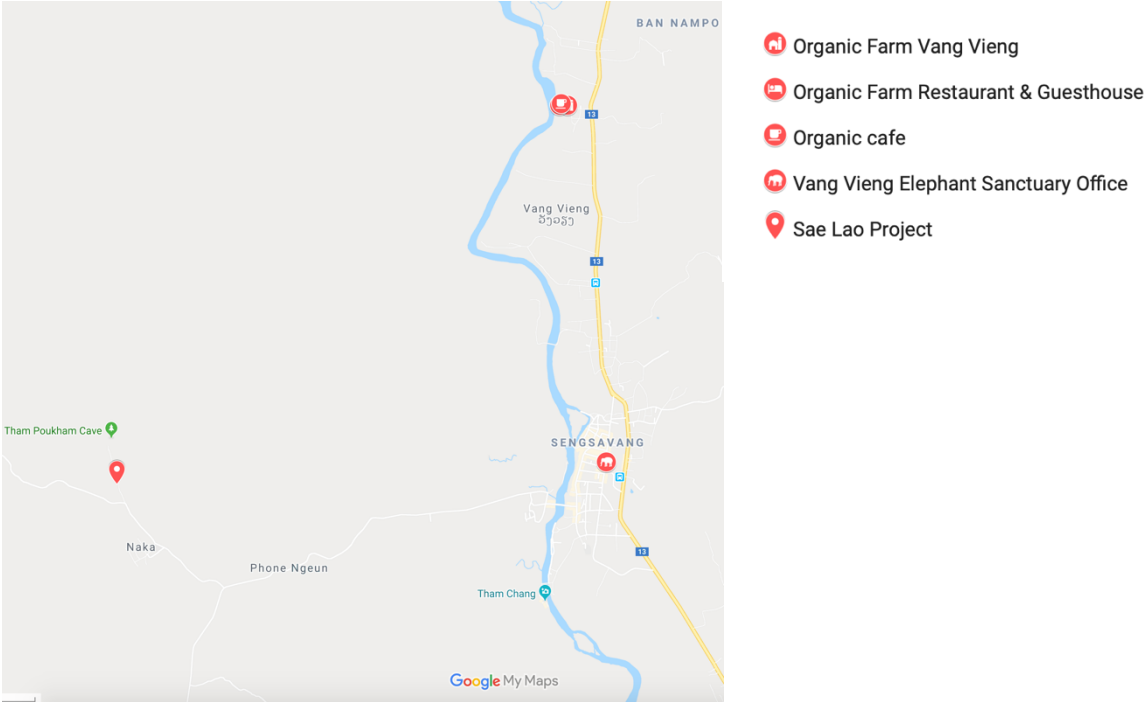
Online map: [Interactive Map](#)

Source: [Medium](#), [Souksavath College](#),

### 3.14 Foreign Educational Travel Flow in Vang Vieng

Characteristic	Students and volunteers from abroad who are interested in volunteer works in Vang Vieng. There are different places to work as volunteer in Vang Vieng, such as the Organic farm, elephant sanctuary and Sae Lao Project.
Motivation / Interest	To experience local culture and authentic natural heritages
When do they come?	All year round
How many?	There is no specific statistic for this visitor flow
Average Spending / Person / Day	No data
Average Length of Stay	2 – 7 days
System Heads	Organic Farm Vang Vieng, SAE Lao Project, Vang Vieng Elephant Sanctuary and travel agents who offer a tour for foreign educational traveler, such as Green Discovery
Market Maven	Volunteer friends, education institutes in their countries
SWOT Analysis	
Strength	– Vang Vieng tourism is growing, there are both advantage and disadvantage in tourism development that can be lesson learns for the students
Weakness	– Limited online tourism information and target marketing
Opportunity	– Education travel is getting more popular
Threat	– Low purchasing power since they are students

Map 3.14: Foreign Educational Travel Flow in Vang Vieng



Online map: [Interactive Map](#)

Source: [Organic Farm Vang Vieng](#), [SAE Lao Project](#), [Old World Wandering](#)  
[Vang Vieng Elephant Sanctuary](#)

## 4) SWOT Analysis

The SWOT analysis for the Vang Vieng tourism sector is based on the consultation workshop with tourism stakeholders in Vang Vieng and comments of visitors in tourism research and online platforms, it can be summarized as follow:

### 4.1 Strengths

- 1) Vang Vieng has abundant authentic natural heritages
- 2) Vang Vieng is safe and peaceful
- 3) There are active business people who are interested to invest in tourism development
- 4) There are hotel, guesthouse, restaurant and spa groups. In addition, industry trainers are competent and able to provide training for other businesses

### 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 product development with surrounding districts and provinces

### **Tourism Marketing**

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

### **Tourism Management**

- 17) Public safety and management regulation of tourism activities is still limited.
- 18) Business groups in tourism sector, such as hotel, guesthouse, restaurant and tour guide 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 groups.
- 19) Limited local tour guide management in tourism sites
- 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 price control mechanism for tourism products and services, especially during events and festivals

### **Skills Development**

- 22) Service quality of many hotels, guesthouses, resorts and restaurants still need improvement. This is due to the limited access to quality training services, especially for small and medium size enterprises.
- 23) Limited awareness and access to technology of small and medium size enterprises, that includes online booking platforms, use of Google maps and social media platforms, such as TripAdvisor and Facebook
- 24) Limited tour guiding skills
- 25) 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.
- 26) There are limited numbers of meeting venues that meets international standards, in terms of facilities and service quality.



### 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>22</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>23</sup>.
- 4) Laos – China railways construction is due to be completed in 2022. Travelling from China to Laos will be much easier. There will not only be Chinese visitors, but also international visitors coming through from China.
- 5) The 113.5 Km Vientiane Capital – Vang Vieng expressway is under construction and is due to be completed in 2021. Travelling to and from Vang Vieng will be much easier and in a shorter distance.
- 6) New tourism and hospitality training building of the Vientiane province technical and vocational college, Vang Vieng Campus is being constructed, that will be a perfect place to strengthen human resources capacity to the tourism labor market.

### 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) Chinese and Korean tourists prefer businesses that are owned and operated by their countrymen, including: hotels, guesthouses and restaurants. Local businesses face difficult competition.

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<sup>22</sup> <https://laoevisa.gov.la>

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

- 4) The in appropriated behavior of a big group of visitors or those who often speak loudly and travel unresponsively, such as Korean and Chinese may affect the quality visitors
- 5) 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.
- 6) Laos faces high competition from neighboring countries, such as Thailand, Vietnam and Cambodia. Number of visitors to Laos might drop due to the low competitiveness of its tourism products and services.
- 7) Large foreign investment in a tourism destination, such as Vang Vieng could create a significant negative impact to the authentic nature if development zone is not properly allocated.
- 8) Pollution from factories in Vang Vieng creates negative impact on the quality of the air, land and water resources
- 9) Young people perceive tourism works as low and insecure jobs, it results in high staff turnover rate and businesses are reluctant to investment in human resource capacity development

## 4.5 Weaknesses (Based on attraction and activity)

Activity	Weakness
Tham Chang Cave	<p><b>TripAdvisor Review<sup>24</sup></b></p> <ul style="list-style-type: none"> <li>– People wash their hairs and throw shampoo containers into the water</li> <li>– Limited maintenance and management of the cave</li> <li>– Slippery footpath in the cave</li> <li>– Lack of interpretation boards of the cave</li> <li>– Electric cables hide the beauty of the cave</li> <li>– There are rubbishes in the cave</li> <li>– Limited use of local guides</li> </ul>
Tham Phu Kham Cave and Blue Lagoon 1	<p><b>TripAdvisor Review<sup>25</sup></b></p> <ul style="list-style-type: none"> <li>○ Too many visitors in particular period that makes the cave too crowded. For instant, when a big group of Korean visitors come, it sometimes annoys international experiential FIT visitors who prefer the quiet environment</li> <li>○ The music is too loud for people who like to experience nature in relaxation mode</li> <li>○ Slippery footpath on the way up, lack of warning sign for visitors</li> <li>○ The water color turns to brown and muddy in rainy season</li> </ul>
Tham Nam Cave	<p><b>TripAdvisor Review<sup>26</sup></b></p> <ul style="list-style-type: none"> <li>○ Lack of interpretation about the deep of the cave and directional signposts in order to allow the visitors make decision whether to keep going or turn around when they are tubing in a dark and cool water</li> <li>○ Limited local guide skills, sometimes the guides make up the price themselves, waterproof bag lack of quality, limited safety and security.</li> <li>○ There are sexual harassments, such as touching body since it is dark in the cave, especially the group that has no man</li> <li>○ Too many visitors in particular period that makes the cave too crowded</li> </ul>
Blue Lagoon 3	<p><b>Review<sup>27</sup></b></p> <ul style="list-style-type: none"> <li>– Too many visitors in particular period that makes the cave too crowded. For instant, when a big group of Korean visitors come, it sometimes annoys international experiential FIT visitors who prefer the quiet environment</li> <li>– The music is too loud for visitors those who want to relax</li> <li>– Water is not clean when there are many visitors</li> </ul>

<sup>24</sup> [TripAdvisor Review on Tham Chang Cave](#)

<sup>25</sup> [TripAdvisor Review on Tham Phu Kham Cave and Blue Lagoon](#)

<sup>26</sup> [TripAdvisor Review on Tham Nam \(Water cave\)](#)

<sup>27</sup> [TripAdvisor Review on Blue Lagoon 3](#)

Elephant Sanctuary	<p><b>TripAdvisor Review<sup>28</sup></b></p> <ul style="list-style-type: none"> <li>– Some tourists think that this business is not about elephant conservation, elephants are tethered in chain at night and controlled by stick. However, this is a really small case but can cause a negative image in the future if there is no management standard, inspection, accurate and timely public relation.</li> </ul>
Pha Ngern	<p><b>TripAdvisor Review<sup>29</sup></b></p> <ul style="list-style-type: none"> <li>– Limited garbage bin at the view point</li> <li>– Lack of directional signpost on the way up, visitors are not aware about where they are and how long will it take to get to the top.</li> <li>– Some part of the trail is challenging, poor quality wooden stair and lack of handrail</li> <li>– It is slippery in raining season and many mosquitos</li> <li>– Lack of information for visitors in preparing proper outfit for trekking</li> </ul>
Pha Nam Xay	<p><b>TripAdvisor Review<sup>30</sup></b></p> <ul style="list-style-type: none"> <li>– Limited garbage bin at the view point, lack of prohibited signpost and allocation of a proper place for garbage bin</li> <li>– Some part of the trail is challenging, it is slippery in rainy season</li> </ul>
Tham Pha Poak Cave	<p><b>TripAdvisor Review<sup>31</sup></b></p> <ul style="list-style-type: none"> <li>– Wooden stair and handrail to the cave lack of safety standard</li> <li>– There are many mosquitos on the way up, lack of information for visitors in preparing a proper outfit</li> <li>– The trail has limited safety standard</li> </ul>
Tham Xang	<p><b>TripAdvisor Review<sup>32</sup></b></p> <ul style="list-style-type: none"> <li>– There is nothing much to see and do, it is just a quick stop for pictures after tubing. It is not worth to travel just for this cave</li> </ul>
Night Market	<p><b>Google Maps Review<sup>33</sup></b></p> <ul style="list-style-type: none"> <li>– Products are all the same</li> </ul>
Kaeng Nyui Waterfall	<p><b>TripAdvisor Review<sup>34</sup></b></p> <ul style="list-style-type: none"> <li>– Limited water in dry season and when there is not much rain, some visitors are not impressed</li> <li>– Lack of information for visitors about water volume in each season in order to manage their expectation</li> <li>– Difficult accessibility, especially visitors who travel by bike or bicycle</li> </ul>

<sup>28</sup> [TripAdvisor Review on Vang Vieng Elephant Sanctuary](#)

<sup>29</sup> [TripAdvisor Review on Pha Ngern View Point](#)

<sup>30</sup> [TripAdvisor Review on Nam Xay Viewpoint](#)

<sup>31</sup> [TripAdvisor Review on Lusi and Pha Poak Cave](#)

<sup>32</sup> [TripAdvisor Review on Tham Xang \(Elephant Cave\)](#)

<sup>33</sup> [Google Map Review on Vang Vieng Night Market](#)

<sup>34</sup> [TripAdvisor Review on Kaeng Nyui Waterfall](#)

Tourist information center	<ul style="list-style-type: none"> <li>– Limited English communication skills of the staff</li> <li>– Promotional materials have to compete with online tourism information which is up to dated and adjustable</li> </ul>
Na Duang Homestay	<p><b>Visitor comments</b><sup>35</sup></p> <ul style="list-style-type: none"> <li>– Limited English communication skills for community</li> <li>– Limited homestay quality which can only accommodated international budget FIT travelers</li> <li>– Lack of interpretation board about the village, community-based tourism activity and homestay service</li> </ul>
Water activity, such as Kayaking, tubing, long tail boat	<ul style="list-style-type: none"> <li>– Limited safety standard</li> <li>– Limited local guide quality</li> <li>– There are rubbishes on Nam Song river, the river is not clean due to the lack of water treatment system before it goes into the river</li> </ul>
Air activity: riding balloon, paramotor, ziplining	<ul style="list-style-type: none"> <li>– Limited safety standard</li> <li>– Lack of specific rule and regulation</li> </ul>
Land activity, such as riding motorbike, cycling, buggy car, rock climbing, trekking	<ul style="list-style-type: none"> <li>– Limited directional signpost</li> <li>– Difficult road condition</li> <li>– Limited safety standard</li> </ul>

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<sup>35</sup> [www.toventurefar.com](http://www.toventurefar.com)

## 5) Vision

The vision for Vang Vieng tourism destination management is “Sustainably develop Vang Vieng in natural, community – based, cultural and historical tourism in order to make Vang Vieng a preferred tourism destination for domestic and foreign visitors as a basis in linking with regional and international tourism markets. Develop and promote Vang Vieng to become a leading economic sector that contributes to the poverty reduction according to the government policy”<sup>36</sup>.

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

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<sup>36</sup> Vision 2015 – 2030, Vang Vieng District Information, Culture and Tourism Office Strategy, No. 174/ICT, 30 June 2014

## 6) Destination Branding

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

### 6.1 Laos Simply Beautiful

Laos Simply Beautiful Brand was initially established in 2008. The logo combines Laos' natural, culture and heritage. It uses the national colors and gives a sense of simplicity and a new day<sup>37</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>38</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>37</sup> Laos Brand Book: Guidelines for the use of brand elements to promote Lao PDR, page 3, MICT

<sup>38</sup> Country Brand Ranking 2017 - 2018, Tourism Edition, page 30, Bloom Consulting

Table 6.1.1: Country Brand Ranking in Asia and Global

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

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

Laos tourism branding strategy has defined 4 primary and 2 secondary audiences, which are categorized by their motivations and interests<sup>39</sup>. The messages to the audiences should be based on their motivations and interests rather than telling them what we have.

Image: Traveler Typologies



<sup>39</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

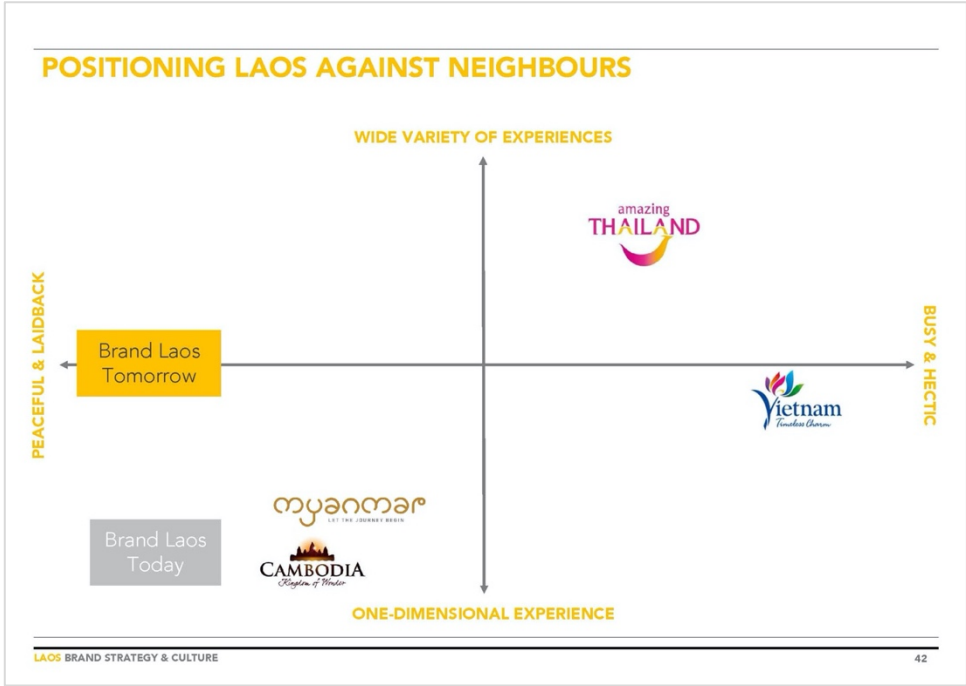
Laos tourism branding strategy has repositioned the ‘Laos Simply Beautiful’ brand in order to differentiate from competitors. The Brand Laos Today has been focusing on just cultural tourism. In most cases it promoted tourism activities and attractions that are ‘to see’ only. Therefore, the Brand Laos 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 by offering unique tourism experiences in both cultural and natural aspects. The experiences should be diverse and maintain the peaceful environment.

## 6.6 Conclusion

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

No.	Visitor Flow	Characteristic
1	International Experiential FIT Flow in Vang Vieng	Exploration, Active
2	International Budgeted FIT Flow in Vang Vieng	Affordable Escape, Active
3	Korean Group Flow in Vang Vieng	Novelty, Recharge
4	Korean FIT Flow in Vang Vieng	Active, Exploration
5	Chinese Car Caravan Flow in Vang Vieng	Active, Exploration
6	Chinese Group Flow in Vang Vieng	Novelty, Recharge
7	Thai Packaged Tour Flow in Vang Vieng	Recharge
8	Thai Big Bike Caravan Flow in Vang Vieng	Active, Exploration
9	Thai Off Road Car Caravan Flow in Vang Vieng	Active, Exploration
10	Domestic Weekender Flow in Vang Vieng	Recharge
11	Domestic Event & Festival Flow in Vang Vieng	Recharge
12	Domestic MICE in Vang Vieng	Recharge
13	Domestic Educational Travel Flow in Vang Vieng	Exploration
14	Foreign Educational Travel Flow in Vang Vieng	Exploration

## 7) Destination Marketing

The Laos Tourism Marketing Strategy 2019 – 2022<sup>40</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>41</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>42</sup>. However, the marketing contents should be

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<sup>40</sup> Laos Tourism Marketing Strategy 2019 – 2022, Tourism Marketing Department, MICT, 2019

<sup>41</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>42</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>43</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>44</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>43</sup> A Practical Guide to Tourism Destination Management, Page 83, UNWTO, 2011

<sup>44</sup> Lao Tourism Law (Updated), Page 3, National Assembly, 24 July 2013

### 8.1.2 Developed Assets

Developed assets include:

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

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

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

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

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

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



### 8.1.3 Local Products

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

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

Local products are not only sold to visitors, they can be sold to tourism related businesses, such as accommodation providers. Using environmentally friendly products is one of the 11 criteria of the ASEAN Green Hotel Standard, which supports the use of local products in the business operation, including food and handicraft<sup>45</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>45</sup> ASEAN Green Hotel Standard, Page 12, Tourism Management Department, MICT and TIIG 2 / ADB

## 8.2 Tourism Infrastructure<sup>46</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>46</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>47</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>48</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>47</sup> Travel and Tourism Competitiveness Report 2017, World Economic Forum

<sup>48</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>49</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>49</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>50</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>51</sup>. Visitors safety can be maximized and the destination’s reputation can be secured when proper safety measures are put in place that allows for timely communication of any incidents that may occur.

Table 10.1: Crisis category that could impact a destination

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

Crisis communication should consider the following aspects:

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<sup>50</sup> ASEAN Tourism Crisis Communication Manual (Incorporating Best Practices of PATA & UNWTO), Page 5

<sup>51</sup> Lao Tourism Law (Updated), Page 8, National Assembly, 24 July 2013

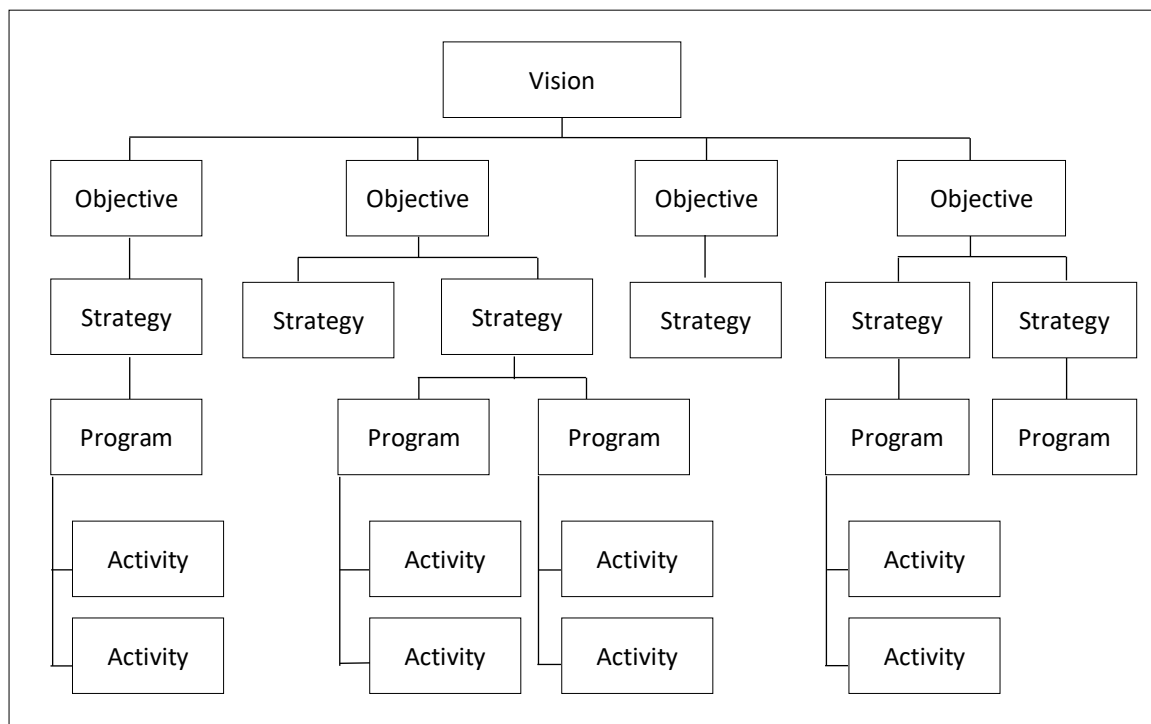
- 1) **Crisis communication plan for visitors:** Identify risks that have occurred in the past and potential risks that could occur at the destination in the future. Setup a responsible agency for crisis communication that have the capacity to clearly define messages, create document templates, identify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

## 11) Objectives

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

- 1) To sustainably develop Vang Vieng in natural, community – based, cultural and historical tourism
- 2) To make Vang Vieng become a preferred tourism destination for domestic and foreign visitors
- 3) To link Vang Vieng tourism with regional and international tourism markets
- 4) To develop, promote and manage Vang Vieng tourism to become a leading economic sector that contributes to the poverty reduction according to the government policy

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





## 12) Targets

2025 tourism destination management targets for Vang Vieng are as follows:

- 1) Attract at least 280,000 visitors per year to Vang Vieng by 2025 and achieve at least 5% average growth rate between 2020 – 2025
- 2) Increase the average length of stay of visitors in Vang Vieng: International visitors stay at least 5 days, regional visitors 3 days and domestic visitors 2 days.
- 3) Increase THE average spending of visitors: International visitor pays at least 100 USD/person/day, regional visitors 70 USD/person/day & domestic visitors 50 USD/person/day
- 4) Develop tourism development and preservation plans for at least 5 sites by 2025
- 5) Develop at least one Community – Based Tourism product per year in Vang Vieng along the visitor flows. By 2025, to have developed at least five Community – Based Tourism products according to ASEAN and Lao Community – Based Tourism Standards.
- 6) Develop at least one homestay per year in Vang Vieng along the visitor flows. By 2025, to have developed at least five homestays that aligns with the ASEAN & Laos Homestay Standards.
- 7) Develop at least three One District One Product (ODOP) for tourism for along the visitor flows by 2025
- 8) Develop at least three tourism programs on new tourism routes along the visitor flows
- 9) Classify tourism sites according to Lao Tourism Attraction Standard for at least 5 sites
- 10) Conduct tourism site research and allocation for at least five sites along the visitors
- 11) Achieve at least one ASEAN Clean Tourist City Award by 2025
- 12) Achieve at least five Sustainable Tourism Award by 2025
- 13) Develop and improve public toilets according to the ASEAN and Lao Public Toilet Standard for at least 10 locations
- 14) Develop & improve facilities in tourism sites for elderly and disable visitors for at least five sites
- 15) Improve tourism sites and activity information via online platforms, such as TripAdvisor and Google Maps that could cover at least 80% of the total tourism sites and activities in Vang Vieng

- 16) Support and encourage private sector participation in domestic and regional travel trade fairs
- 17) Organize FAM Trip for travel agents and international medias
- 18) Develop interpretation boards for tourism sites along the visitors flow to cover at least 50% of the total tourism sites in the visitor flows
- 19) Support private sector in organizing at least one event and festival per year to promote tourism
- 20) Develop and produce at least 2,000 copies of printed materials per year, such as brochures and maps
- 21) Develop and improve the rules, regulations and tourism standards according to the ASEAN and Lao Standards
- 22) Classify accommodation standard for at least five properties and Lao restaurant cleanliness and safety standard for at least five properties by 2025
- 23) Implement the ASEAN Green Hotel Standard and the ASEAN Spa Service Standard for at least five by 2025
- 24) Provide skills training for tourism businesses for at least 100 participants by 2025
- 25) At least 40% of the total participants of the destination management network are from the private sector.

## 13) Strategy 2020 – 2025

To achieve the objectives set out in the previous chapter, Vang Vieng 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 Vang Vieng
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 Vang Vieng
Strategy 4	Preserve the quality of the environment for sustainable tourism development
Strategy 5	Ensure the safety and security for the visitors
Strategy 6	Develop tourism infrastructure for tourism site accessibility
Strategy 7	Improve tourism statistics data collection system and tourism research
Strategy 8	Strengthen capacity of human resources for the tourism sector
Strategy 9	Increase collaboration among public and private sector in Vang Vieng
Tourism Marketing	
Strategy 10	Increase usage of technology in Vang Vieng tourism marketing
Strategy 11	Support private sector participation in travel trade fair and road show participation
Strategy 12	Organize media and PR activities for tourism promotion
Strategy 13	Improve tourism information services
Strategy 14	Support private sector in arranging events and festivals for tourism promotion
Strategy 15	Improve promotional materials based on the Laos tourism branding
Strategy 16	Ensure the use of the Laos tourism branding 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 Vang Vieng 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 standards based on the visitor flows
Strategy 25	Manage and Strengthen capacity of restaurant and entertainment businesses based on the visitor flows
Strategy 26	Manage and strengthen capacity of tourism sites based on the visitor flows
Strategy 27	Improve rules and regulations related to tourism business management
Strategy 28	Strengthen capacity of human resources for the tourism sector in tourism management
Strategy 29	Improve collaboration among public and private sector in Vang Vieng 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 for the tourism sector
Strategy 35	Implement the MICE Standard
Strategy 36	Strengthen capacity of human resources for the tourism sector in skills development
Strategy 37	Develop human resources skills development strategy for the tourism sector
Strategy 38	Improve collaboration among public and private sector in Vang Vieng skills development
Destination Management	
Strategy 39	Improve collaboration among public and private sectors in destination management in Vang Vieng
Strategy 40	Improve accessibility of destination management information for public and private sectors in Vang Vieng
Strategy 41	Ensure the effectiveness and efficiency of the Vang Vieng destination management plan implementation

## 14) Program 2020 – 2025

### 14.1 Tourism Development

Strategy	Program
<b>1. Planning</b>	
Strategy 1: Develop and improve tourism development strategy and related plans based on the needs of the markets and tourism potential in Vang Vieng	Program 1: Updated the Vang Vieng Master Plan for tourism development
	Program 2: Develop the natural, cultural and historical heritage preservation and management plan
	Program 3: Develop the tourism management plan after railway project completion
<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 for tourism along the visitor flows
	Program 7: Conduct research and develop new tourism routes that link with visitor flows
	Program 8: Establish SMEs supporting fund (Win – Win Project and SMEs Matching Fund) for business development in the tourism sector
	Program 9: 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 Vang Vieng	Program 1: Conduct tourism site research and allocation along the visitor flows
	Program 2: Improve tourism site directory in Vang Vieng

Strategy	Program
<b>4. Environmental Protection</b>	
Strategy 4: Preserve the quality of the environment for sustainable tourism development	Program 1: Implement the ASEAN Clean Tourist City Standard in Vang Vieng
	Program 2: Implement the ASEAN Sustainable Tourism Award in Vang Vieng
	Program 3: Implement the responsible tourism activity, such as single use plastic reduction: drinking bottle, straw, plastic bag, etc.
	Program 4: Improve the landfill in Vang Vieng
	Program 5: Provide equipment and facilities in waste management in Vang Vieng
	Program 6: Setup signposts on garbage bin areas and prohibited signposts in Vang Vieng and Nam Song river bank
	Program 7: Raise awareness in environment for tourism stakeholders and students
	Program 8: Establish garbage banks in school and community in Vang Vieng
	Program 9: Setup Vang Vieng and Nam Song river weekly cleaning activity
	Program 10: Maintain Nam Song river fountainhead
	Program 11: Measure quality and cleanliness of Nam Song river every month
	Program 12: Plant and maintain trees along the road in Vang Vieng
	Program 13: Setup a solid waste treatment system in the drains in Vang Vieng before it goes to Nam Song river
	Program 14: Improve drains in Vang Vieng
	Program 15: Develop public parks in Vang Vieng
<b>5. Safety &amp; Security</b>	
Strategy 5: Ensure the safety & security for visitors	Program 1: Develop Safety & Security Plan for visitors in Vang Vieng
	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 Vang Vieng
	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 Vang Vieng visitor flows
	Program 2: Implement the Laos Public Toilet Standard along the Vang Vieng visitor flows

Strategy	Program
	Program 3: Improve facilities in tourism sites for elderly and disable visitors along the Vang Vieng visitor flows
	Program 4: Develop tourism facilities for elder and disable people in accessing to tourism sites along the Vang Vieng visitor flows
	Program 5: Develop directional signposts to tourism sites along the Vang Vieng visitor flows
	Program 6: Develop prohibited, warning and information signs at tourism sites
	Program 7: Develop and improve tourism information centers along the Vang Vieng visitor flows
	Program 8: Improve the road condition on the western side of Vang Vieng
	Program 9: Improve the road condition to Kaeng Yui waterfall
	Program 10: Improve the road and small street in Vang Vieng
	Program 11: Improve tourism facilities in accessing tourism activities
	Program 12: Develop the footpath and riverbank protection on the two sides of Nam Song river
	Program 13: Install street lights in Vang Vieng
<b>7. Tourism Research and Statistic</b>	
Strategy 7: Improve tourism statistic data collection system and tourism research	Program 1: Improve Vang Vieng tourism statistic system that aligns with Laos tourism statistic system
	Program 2: Conduct research on Vang Vieng visitor flows
	Program 3: Conduct research on tourist satisfaction based on the Vang Vieng visitor flows
<b>8. Strengthen Human Resource Capacity</b>	
Strategy 8: Strengthen capacity of the human resource in the tourism sector	Program 1: Build capacity of government officials in Vang Vieng on tourism statistic data management system
	Program 2: Build capacity of government officials in Vang Vieng on urban development and management
<b>9. Vang Vieng tourism development taskforce</b>	
Strategy 9: Increase collaboration among public and private sectors in Vang Vieng	Program 1: Build capacity of the Vang Vieng tourism development taskforce
	Program 2: Distribute taskforce action plan implementation progress report and future plans to the members

## 14.2 Tourism Marketing

Strategy	Program
<b>1. Online Marketing</b>	
Strategy 10: Increase the usage of technology in Vang Vieng tourism marketing	Program 1: Develop Vang Vieng tourism Image & Text Library that can be accessed anywhere and anytime and link with the Laos tourism image and text library
	Program 2: Improve Vang Vieng tourism information on the Laos tourism website based on the visitor flows
	Program 3: Improve Vang Vieng information on the Laos tourism mobile application based on the visitor flows
	Program 4: Improve Vang Vieng tourism information on social medias and other tourism websites based on the need of the visitor flows
	Program 5: Improve Vang Vieng 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
<b>3. Media &amp; PR</b>	
Strategy 12: Organize media and PR activity for tourism promotion	Program 1: Organize FAM Trip for travel agents, medias and bloggers along the Vang Vieng visitor flows
	Program 2: Develop interpretation boards at tourism sites along the Vang Vieng visitor flows
	Program 3: Develop Vang Vieng tourism promotional videos based on the Vang Vieng visitor flows
	Program 4: Work with social media influencers to promote Vang Vieng tourism based on the Vang Vieng visitor flows
	Program 5: Establish slush fund for international medias and bloggers
	Program 6: Improve information dissemination channel and incentive of movie shooting for tourism promotion
<b>4. Tourism Information Service</b>	
Strategy 13: Improve tourism information services	Program 1: Improve Vang Vieng tourist information centers and at tourism sites along the Vang Vieng visitor flows



Strategy	Program
<b>5. Event</b>	
Strategy 14: Support private sector in organizing events and festivals for tourism promotion	Program 1: Support private sector in arranging the Vang Vieng Trail Run to promote tourism
	Program 2: Support private sector in arranging the Vang Vieng Music Festival to promote tourism
<b>6. Printing material</b>	
Strategy 15: Improve promotional materials based on the Laos tourism branding	Program 1: Develop Vang Vieng tourism brochures based on the visitor flows
	Program 2: Develop Vang Vieng tourism maps based on the visitor flows
<b>7. Destination Branding</b>	
Strategy 16: Ensure the use of Laos tourism branding in both public and private sector in tourism promotion	Program 1: Disseminate the Laos Simply Beautiful Branding Guideline for tourism stakeholders in Vang Vieng
<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 2019 – 2022 for tourism stakeholders in Vang Vieng
	Program 2: Develop the Vang Vieng tourism marketing program
	Program 3: Develop the heritage interpretation strategy for Vang Vieng
<b>9. Crisis Communication</b>	
Strategy 18: Improve crisis communication for visitors	Program 1: Organize dissemination workshop on Crisis communication for tourism stakeholders in Vang Vieng
	Program 2: Develop crisis communication plan for visitors in Vang Vieng
	Program 3: Implement crisis communication plan in Vang Vieng
<b>10. Marketing Research</b>	
Strategy 19: Conduct marketing research to use as basis for tourism marketing plan development	Program 1: Conduct tourism marketing research for in Vang Vieng based on the visitor flows
	Program 2: Conduct assessment on Vang Vieng tourism marketing activity

Strategy	Program
<b>11. Strengthen human resource capacity</b>	
Strategy 20: Strengthen capacity of human resources in the tourism sector	Program 1: Build capacity of government officials in Vang Vieng in online marketing
	Program 2: Build capacity of government officials in Vang Vieng on trade fair and roadshow participation
	Program 3: Build capacity of government officials in Vang Vieng in preparing and providing tourism information
	Program 4: Build capacity of government officials in Vang Vieng in marketing research
<b>12. Vang Vieng Tourism Marketing Taskforce</b>	
Strategy 21: Improve collaboration among public and private sectors in Vang Vieng tourism marketing	Program 1: Build capacity of the Vang Vieng 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 travel agent business group and tourism service unit in Vang Vieng
	Program 2: Strengthen capacity of the Vang Vieng Tour Guide Group
	Program 3: Improve transportation service for visitors based on the Vang Vieng visitor flows
	Program 4: Implement tourism price control measures based on the Vang Vieng visitor flows
	Program 5: Implement Zero – Dollar Tourism Measures based on the visitor flows
	Program 6: Improve Vang Vieng tourism business statistic database aligns with tourism management department database
	Program 7: Organize monthly meeting to discuss and identify solutions to the problems in Vang Vieng tourism
<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 Vang Vieng visitor flows
	Program 2: Strengthen capacity of the hotel, guesthouse and restaurant group in Vang Vieng
	Program 3: Support small and medium size enterprises in the tourism sector in accessing the online booking platforms

Strategy	Program
<b>3. Tourism Standard</b>	
Strategy 24: Improve tourism standards based on the visitor flows	Program 1: Establish the steering committee or taskforce for ASEAN tourism standard implementation in Vang Vieng
	Program 2: Implement the ASEAN Green Hotel Standard along the Vang Vieng visitor flows
	Program 3: Implement the ASEAN Spa Service Standard along the Vang Vieng visitor flows
<b>4. Restaurant &amp; Entertainment Business Management</b>	
Strategy 25: Manage and Strengthen capacity of restaurant and entertainment businesses based on the visitor flows	Program 1: Implement the Laos Restaurant Safety & Cleanliness Standard along the Vang Vieng visitor flows
	Program 2: Implement human trafficking, woman and child violence prevention activities restaurant and entertainment business along the Vang Vieng visitor flows
	Program 3: Implement the Entertainment Business Standard along the Vang Vieng visitor flows
<b>5. Tourism Site Management</b>	
Strategy 26: Manage and strengthen capacity of tourism sites based on the visitor flows	Program 1: Develop manual for cave management and preservation in Vang Vieng
	Program 2: Implement Laos tourism site standard along the Vang Vieng visitor flows in collaboration with tourism development taskforce
	Program 3: Organize first aid and safety training for tourism site businesses along the Vang Vieng visitor flows
<b>6. Rule &amp; Regulation</b>	
Strategy 27: Improve rules and regulations related to tourism business management	Program 1: Develop the Vang Vieng Tourism Management Program
	Program 2: Develop and improve rules and regulations related to tourism business management in Vang Vieng
<b>7. Strengthen human resource capacity</b>	
Strategy 28: Strengthen capacity of human resources in the tourism sector in tourism management	Program 1: Build capacity of tourism officials Vang Vieng DICT in tourism management
<b>8. Vang Vieng Tourism Management Taskforce</b>	
Strategy 29: Improve collaboration among public and private sectors in Vang Vieng tourism management	Program 1: Build capacity of the Vang Vieng 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 Vang Vieng visitor flows
<b>2. Tour guide training</b>	
Strategy 31: Develop human resources capacity in tour guiding skills	Program 1: Improve the knowledge and guiding skills of tour guides along the Vang Vieng 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 hospitality skills based on the Vang Vieng visitor flows
	Program 2: Build capacity of trainers on tour guiding based on the Vang Vieng visitor flows
<b>4. Research</b>	
Strategy 33: Conduct training need assessment for human resources in the tourism sector	Program 1: Conduct training need assessment for businesses in the tourism sector in service quality improvement based on the Vang Vieng visitor flows
<b>5. Strengthen capacity of public and private education institutes in the tourism sector</b>	
Strategy 34: Strengthen capacity of public and private education institutes in the tourism sector	Program 1: Build capacity of teachers in the Vang Vieng tourism sector
	Program 2: Improve demonstration facilities and equipment for key education institutes in Vang Vieng
	Program 3: Improve curriculums for bachelor's degree
<b>6. Implement the MICE Standard</b>	
Strategy 35: Implement the MICE Standard	Program 1: Implement the ASEAN MICE Standard along the Vang Vieng visitor flows
	Program 2: Standard along the Vang Vieng visitor flows
<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 government officials in the Vang Vieng DICT on training and assessing skills
<b>8. Planning</b>	
Strategy 37: Develop human resource skills development strategy in the tourism sector	Program 1: Develop Vang Vieng human resources skills development program

9. Vang Vieng Skills Development Taskforce	
Strategy 38: Improve collaboration among public and private sectors in Vang Vieng skills development	Program 1: Build capacity of the Vang Vieng skills development taskforce
	Program 2: Distribute taskforce action plan implementation progress report 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 in Vang Vieng	Program 1: Build capacity of the Vang Vieng Destination Management Network on destination management
	Program 2: Distribute DMN action plan implementation progress and future plans to members
Strategy 40: Improve accessibility in destination management information for public and private sectors in Vang Vieng	Program 1: Develop the Vang Vieng Destination Management Online Database for public and private stakeholders in the tourism sector
	Program 2: Develop the Vang Vieng Tourism Online Database for public and private stakeholders in the tourism sector (based on the Vang Vieng Destination Management Online Database, gather information from different sections, such as list of tourism product from the Tourism Development Section, tourism image and text library from the Tourism Marketing Section, list of tourism business from the Tourism Management Section and training curriculum from the Training Center)
Strategy 41: Ensure the effectiveness and efficiency of the Vang Vieng destination management plan implementation	Program 1: Implement Vang Vieng destination management monitoring and evaluation activities

## 15) Action Plan 2020

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

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

## 16) DMN Structure

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

United National World Tourism Organization – UNWTO defines that “The governance structures of DMN vary from a single public authority to a public/private partnership model”<sup>52</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>53</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 Vang Vieng DMN structure consists of a Chair and Co - Chair who provides strategic guidance, DMN secretariat provides information and coordinates with the members (Diagram 16.1). Members include public and private sectors, such as Vientiane Provincial Department of Information, Culture and Tourism, Vang Vieng Urban Development Administration Authority, Vang Vieng District Public Works and Transport Office, Vang Vieng District Information, Culture and Tourism Office, related government agencies, education institutes and village authorities. The private sector includes hotel, guesthouse and restaurant groups, hotels, resorts, guesthouses, restaurants and travel agents.

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<sup>52</sup> UNWTO Tourism Definitions, Page 16, 2019

<sup>53</sup> UNWTO Guidelines for Institutional Strengthening of Destination Management Organization, Page 13, 2019

## 16.2 Roles & Responsibilities

### **Chair and Co – Chair**

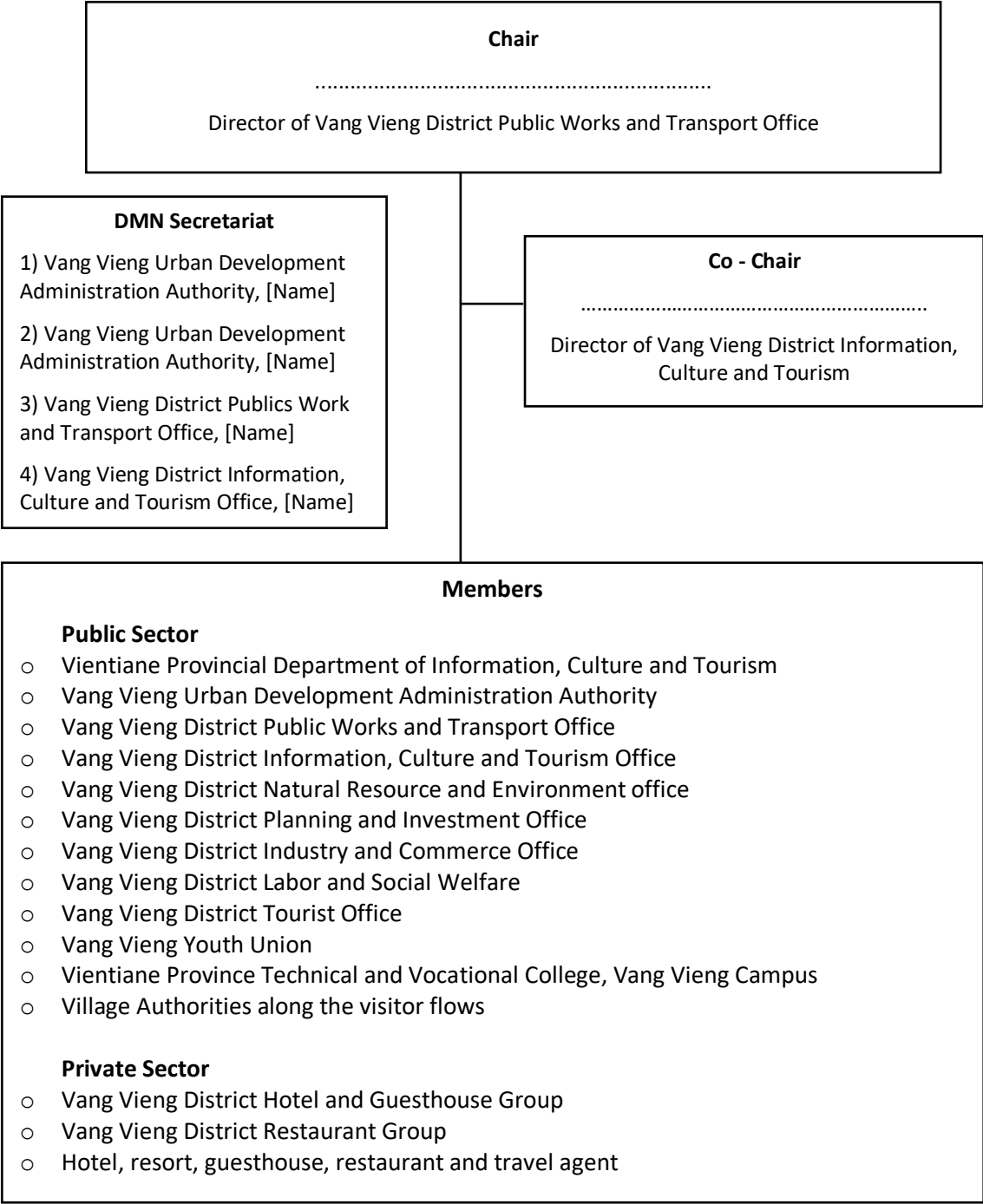
- 1) Provide strategic guidance on the Vang Vieng Tourism Destination Management Plan 2020 – 2025 implementation and to make sure that the progress is on track according to the plan, duration and budget.
- 2) Chair and co – chair the annual and biannual DMN meetings and to review the action plan implementation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

### **DMN Secretariat**

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



Diagram 16.1: Vang Vieng DMN Structure



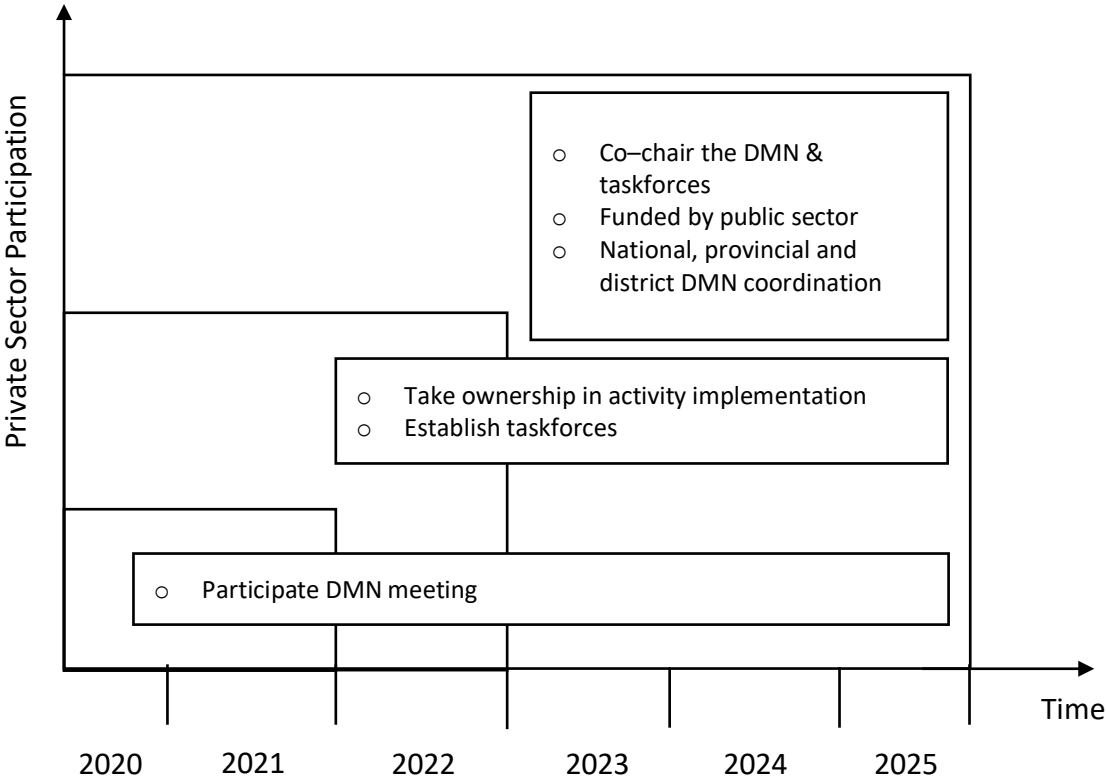
## **Members**

- 1) Members include public and private sector ([Annex 1: Vang Vieng 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 Vang Vieng 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 Vang Vieng DMN meetings, to review the implementation progress and plan for the future.

### 16.3 DMN Structure Changes for 2020 – 2025

It requires collaboration from many different organizations, specially the private sector and relevant government agencies in order to keep the network going. At the beginning, the DMN structure would be dominated by the public sector. The role of private sector is only workshop participation and there will not be any taskforce yet (Diagram 16.3). In medium term, the awareness and understanding of private sector is increased that would lead to the taking ownership in activity implementation and the taskforce establishment. By 2025, the private sector shall be the co – chair of the DMN and the taskforces, the public sector would start to provide funding to the network. There will be coordination mechanism with the national and provincial DMN.

Diagram 16.3: Private Sector Participation vs. Time



#### **16.4 DMN Member Benefit**

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

#### **16.5 DMN Internal & External Communication**

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

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

## 17) Monitoring & Evaluation

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

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

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

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

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

Table 17.1: Monitoring and Evaluation Form

No.	Activity	Output	Impact Duration			Indicator	Score										N/A			
			Short	Medium	Long		1	2	3	4	5	6	7	8	9	10				
I	Tourism Development																			
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>55</sup>
Tourism Destination	Tourism destination is a physical space in which a tourist spends at least one overnight. It includes tourism products and supporting services. Destination could be on any scale, from country, region (north, central, south), province, district, village and islands <sup>56</sup>
Destination Management	Destination management is a process of leading and coordinating the management of all the aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, local residents, business and the environment <sup>57</sup>
Destination Management Plan (DMP)	Destination management plan (DMP) is a shared statement of intent to manage a destination over a stated period of time, articulating the roles of the different stakeholders and identifying clear actions that they will take <sup>58</sup>
Visitor Flow	Visitor flow is a movement of a group of visitors who have similar behavior, interest and motivation in a destination. From the immigration checkpoints, modes of transportation, types of accommodations, restaurants, etc. The flow should be significant in numbers and can be localizable on a map <sup>59</sup> . Visitor flow = Tourist activity + Their interest
Destination Management Network (DMN)	Destination Management Network or DMN is a group of public, private, and international organizations in 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>55</sup> Laos Tourism Law (Updated version), National Assembly, 24 July 2013

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

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

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

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

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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



## Annex

### Annex 1: Vang Vieng DMN Members

No.	Organization	Name & Surname	Position
	<b>Chair</b>		
1	Vang Vieng District Public Works and Transport Office		
2	Vang Vieng District Information, Culture and Tourism Office		
	<b>DMN Secretariat</b>		
3	Vang Vieng Urban Development Administration Authority		
4	Vang Vieng Urban Development Administration Authority		
5	Vang Vieng District Public Works and Transport Office		
6	Vang Vieng District Information, Culture and Tourism Office		
	<b>Members</b>		
	<b>Public Sector</b>		
7	Vientiane Provincial Department of Information, Culture and Tourism		
8	Vientiane Provincial Department of Information, Culture and Tourism		
9	Vang Vieng Urban Development Administration Authority		
10	Vang Vieng Urban Development Administration Authority		
11	Vang Vieng Urban Development Administration Authority		
12	Vang Vieng Urban Development Administration Authority		
13	Vang Vieng Urban Development Administration Authority		
14	Vang Vieng District Public Works and Transport Office		
15	Vang Vieng District Public Works and Transport Office		
16	Vang Vieng District Public Works and Transport Office		
17	Vang Vieng District Information, Culture and Tourism Office		
18	Vang Vieng District Information, Culture and Tourism Office		
19	Vang Vieng District Information, Culture and Tourism Office		
20	Vang Vieng District Natural Resource and Environment Office		
21	Vang Vieng District Planning and Investment Office		
22	Vang Vieng District Industry and Commerce Office		
23	Vang Vieng District Labor and Social Welfare		

No.	Organization	Name & Surname	Position
24	Vang Vieng District Police Office		
25	Vang Vieng Youth Union		
26	Vientiane Province Technical and Vocational College, Vang Vieng Camp.		
27	Village Authority		
28	Village Authority		
29	Village Authority		
30	Village Authority		
31	Village Authority		
	Private Sector		
32	Vang Vieng Hotel and Guesthouse Group		
33	Vang Vieng Restaurant Group		
34	Hotel, resort, guesthouse, restaurant		
35	Hotel, resort, guesthouse, restaurant		
36	Hotel, resort, guesthouse, restaurant		
37	Hotel, resort, guesthouse, restaurant		
38	Hotel, resort, guesthouse, restaurant		
39	Hotel, resort, guesthouse, restaurant		
40	Hotel, resort, guesthouse, restaurant		
41	Hotel, resort, guesthouse, restaurant		
42	Hotel, resort, guesthouse, restaurant		
43	Travel Agent		
44	Travel Agent		
45	Travel Agent		
46	Travel Agent		
47	Travel Agent		
48	Travel Agent		
49	Travel Agent		
50	Travel Agent		

## Annex 2: Action Plan 2020

### Annex 2.1: Tourism Development

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
I	Tourism Development		Tourism Development Taskforce													
1	Planning															
1.1	Updated the Vang Vieng Master Plan for tourism development	- Provide recommendations for other taskforces on action plan implementation based on this plan														
1.2	Develop the natural, cultural and historical heritage preservation and management plan	- Identify data collection and planning areas based on the visitor flows - Provide recommendations for other taskforces on action plan implementation based on this plan														
1.3	Develop the tourism management plan after railway project completion	- Provide recommendations for other taskforces on action plan implementation based on this plan														

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>- Work with Tourism development department, MICT</li> <li>- Identify implementation area or village based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
2.2	Implement the Laos Community Based Tourism Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Work with Tourism development department, MICT</li> <li>- Identify implementation area or village based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
2.3	Implement the ASEAN Homestay Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Work with Tourism development department, MICT</li> <li>- Identify implementation area or village based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2.4	Implement the Laos Homestay Standard along the visitor flows	<ul style="list-style-type: none"> <li>- Work with Tourism development department, MICT</li> <li>- Identify implementation area or village based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
2.5	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 District Industry and Commerce Office</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 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 those link 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 cycle that links between Vang Vieng and other districts and provinces (Vientiane Capital, Luang Prabang, Xiengkhouang, Xaysomboun and Xayyabouly)</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
2.8	Establish SMEs supporting fund (Win – Win Project and 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 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	Implement the Laos Tourism Attraction Standard	<ul style="list-style-type: none"> <li>- Work with Tourism development department, MICT</li> <li>- Identify tourism sites based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
3	Tourism Site Research & Allocation															
3.1	Conduct tourism site research and allocation along the visitor flows	<ul style="list-style-type: none"> <li>- Identify research and allocation areas based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
3.2	Improve tourism site directory in Vang Vieng	<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 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	Environmental protection															
4.1	Implement the ASEAN Clean Tourist City Standard in Vang Vieng	<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 linkages with this activity</li> </ul>														
4.2	Implement the ASEAN Sustainable Tourism Award in Vang Vieng	<ul style="list-style-type: none"> <li>- Identify potential award recipients based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
4.3	Implement the responsible tourism activity, such as single use plastic reduction: drinking bottle, straw, plastic bag, etc.	<ul style="list-style-type: none"> <li>- Implement activity based on the visitor flows</li> <li>- Work with other organizations who have been working on this topic</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4.4	Improve the landfill in Vang Vieng															
4.5	Provide equipment and facilities in waste management in Vang Vieng															
4.6	Setup signposts for garbage bin areas and prohibited signposts in Vang Vieng and Nam Song river bank															
4.7	Raise awareness in environment for tourism stakeholders and students															
4.8	Establish the garbage bank in school and community in Vang Vieng															
4.9	Setup Vang Vieng and Nam Song river weekly cleaning activity															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4.10	Maintain Nam Song river fountainhead															
4.11	Measure quality and cleanliness of Nam Song river every month															
4.12	Plant and maintain trees along the road in Vang Vieng															
4.13	Setup solid waste treatment system in the drains in Vang Vieng before it goes to Nam Song river															
4.14	Improve drains in Vang Vieng															
4.15	Develop public park in Vang Vieng															

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 Vang Vieng	<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 application, website, social media) and offline channels (Warning and danger sites, brochures, etc.)</li> </ul>														
5.4	Strengthen capacity of the tourist safety and security agencies in Vang Vieng	<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 Laos tourism mobile application, such as tourist police hotline who can communicate in English, contacts of embassy</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
6	Infrastructure Development															
6.1	Implement the ASEAN Public Toilet Standard along the Vang Vieng visitor flows	<ul style="list-style-type: none"> <li>- Work with Tourism Development Department, MICT</li> <li>- Implement activity based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
6.2	Implement the Laos Public Toilet Standard along the Vang Vieng visitor flows	<ul style="list-style-type: none"> <li>- Implement activity based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
6.3	Improve facilities in tourism sites for old and disable people along the Vang Vieng visitor flows	<ul style="list-style-type: none"> <li>- Implement activity 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 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 tourism facility for elder and disable people in accessing to tourism sites along the Vang Vieng visitor flows															
6.5	Develop directional signpost to tourism sites along the Vang Vieng visitor flows	- Implement activity based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														
6.6	Develop prohibited, warning and information signs at tourism sites															
6.7	Develop and improve tourism information center along the Vang Vieng visitor flows	- Implement activity based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														
6.8	Improve road condition on the western side of Vang Vieng															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
6.9	Improve road condition to Kaeng Yui waterfall															
6.10	Improve road and small street in Vang Vieng															
6.11	Improve tourism facility in accessing tourism activities															
6.12	Develop footpath and riverbank protection on the two sides of Nam Song river															
6.13	Install street light in Vang Vieng															
7	Tourism Research and Statistic															
7.1	Improve the Vang Vieng 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 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
7.2	Conduct research on the Vang Vieng visitor flows	- Implement activity based on the visitor flows, such as sampling is done based on visitor flows to increase our understanding about their needs and satisfaction - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														
7.3	Conduct research on tourist satisfaction based on the Vang Vieng visitor flows															
8	Strengthen human resource capacity															
8.1	Organize training on tourism statistic data collection system for government officials in the Vang Vieng tourism sector															
8.2	Provide equipment for tourism statistic data system for tourism development division															



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
8.3	Organize training on garbage collection for Vang Vieng Urban Development Administration Authority															
8.4	Organize training on landfill management for Vang Vieng Urban Development Administration Authority															
8.5	Organize training on garbage collection truck for Vang Vieng Urban Development Administration Authority															
8.6	Organize training on urban development and management for Vang Vieng Urban Development Administration Authority															
8.7	Organize exposure trip on urban development and management for Vang Vieng Urban Development Administration Authority															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
9	Vang Vieng Province Tourism Development Taskforce															
9.1	Establish the Vang Vieng 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 insight about the flows														
9.2	Provide equipment for the Vang Vieng tourism development taskforce															
9.3	Organize the Vang Vieng tourism development taskforce meeting 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 via online channel and social media: Facebook: Vang Vieng DMN	- Write a short article and post pictures on social media														

## Annex 2.2: Tourism Marketing

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
II	Tourism Marketing		Tourism Marketing Taskforce													
1	Online Marketing															
1.1	Develop Vang Vieng tourism Images & Text Library that can be accessed anywhere and anytime and link with Laos tourism image and text library	<ul style="list-style-type: none"> <li>- Use the same system with the Tourism marketing department</li> <li>- Categorize image and text based on traveler typology and visitor flows</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>														
1.2	Improve Vang Vieng tourism information on Laos tourism website based on the visitor flows	<ul style="list-style-type: none"> <li>- No need to develop specific website for Vang Vieng, but create a specific page on the Laos tourism website</li> <li>- Categorize information based on the visitor flows</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.3	Improve the Vang Vieng information on Laos tourism mobile application that based on the visitor flows	No need to develop a specific App for Vang Vieng, but create a specific page on the Laos tourism mobile App														
1.4	Improve Vang Vieng tourism information on social media and other tourism websites based on the need of the visitor flows	<ul style="list-style-type: none"> <li>- Ensure the sufficient information are featured on TripAdvisor based on the visitor flows</li> <li>- Use Facebook, Instagram to stimulate interests and to attract people to the main website</li> <li>- User social media based on the visitor flows, such as WeChat, Weibo, Youku Tudou are popular among Chinese tourists</li> </ul>														
1.5	Improve Vang Vieng tourism information on Google Maps, such as tourism sites, homestays, locations, contacts, images, etc.	<ul style="list-style-type: none"> <li>- Improve tourism information on Google Maps based on the visitor flows</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>														

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

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

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

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4	Tourism Information Service															
4.1	Improve Vang Vieng tourist information center and at tourism sites along the Vang Vieng visitor flows	- Design the information center based on the visitor flows and Laos tourism branding strategy														
5	Event															
5.1	Support private sector in arranging Vang Vieng Trail Run to promote tourism	- Let the private sector take ownership, public sector to provide technical and financial support														
5.2	Support private sector in arranging Vang Vieng Music Festival to promote tourism	- Design the events based on the visitor flows and the Laos tourism branding strategy														



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 Vang Vieng tourism brochures based on the visitor flows	<ul style="list-style-type: none"> <li>- Reduce production of printed materials since people can access online information</li> <li>- Design the brochures based on the visitor flows and the Laos tourism branding strategy</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>														
6.2	Develop Vang Vieng tourism maps based on the visitor flows	<ul style="list-style-type: none"> <li>- Reduce printing volume since people can access Google Maps online</li> <li>- Design the brochure based on the visitor flows and Laos tourism branding strategy</li> <li>- Gather tourism products from tourism development taskforce</li> </ul>														
7	Destination Branding															
7.1	Disseminate the Laos Simply Beautiful Branding Guideline for tourism stakeholders in Vang Vieng	<ul style="list-style-type: none"> <li>- Include in the Vang Vieng tourism image and text library and Vang Vieng tourism destination online database</li> <li>- Tourism stakeholders can download different size of images based on their purpose</li> </ul>														

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 the dissemination workshop on Laos Tourism Marketing Strategy 2019 – 2022 for tourism stakeholders in Vang Vieng	<ul style="list-style-type: none"> <li>- Work with Tourism Marketing Department, MICT</li> <li>- Provide recommendations on development of tourism marketing program based on the Laos Tourism Marketing Strategy</li> </ul>														
8.2	Develop Vang Vieng tourism marketing program	<ul style="list-style-type: none"> <li>- Based on the Laos Tourism Marketing Strategy 2019 – 2022 and Vang Vieng DMP 2020 – 2025</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
8.3	Develop heritage interpretation strategy for Vang Vieng	<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 in Vang Vieng	- Work with Tourism Marketing Department, MICT - Based on the ASEAN Tourism Crisis Communications Manual														
9.2	Develop crisis communication plan for visitors in Vang Vieng	- 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 in Vang Vieng	- 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 tourism marketing research for in Vang Vieng based on 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 Vang Vieng tourism marketing activity	- Identify target interview based on the visitor flows - Provide recommendations for other taskforces on action plan implementation based on the research findings														
11	Strengthen human resource capacity															
11.1	Organize training on Laos tourism image and text library for government officials in Vang Vieng tourism sector															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
11.2	Organize training on social media for tourism promotion for government officials in Vang Vieng tourism sector															
11.3	Organize training on trade fair and roadshow participation for government officials in Vang Vieng tourism sector															
11.4	Organize training on tourist information service for government officials in Vang Vieng tourism sector															
11.5	Organize training on marketing research based on the visitor flows for government officials in Vang Vieng tourism sector															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
12	Vang Vieng Tourism Marketing Taskforce															
12.1	Establish the Vang Vieng tourism marketing taskforce that includes public and private sector along the visitor flows	- Identify and select members based on the visitor flows, such as businesses along the visitor flows to ensure there are members who can provide insights about the flows														
12.2	Provide equipment for the Vang Vieng tourism marketing taskforce															
12.3	Organize the Vang Vieng tourism marketing taskforce meeting 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: Vang Vieng DMN	- Write a short article and post pictures on social media														

### Annex 2.3: Tourism Management

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
III	Tourism Management		Tourism Management Taskforce													
1	Travel Agent Management															
1.1	Strengthen capacity of the travel agent business group and tourism service unit in Vang Vieng	<ul style="list-style-type: none"> <li>- Enhance the roles of the group in destination management</li> <li>- Provide incentives to 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 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 Vang Vieng Tour Guide Group	<ul style="list-style-type: none"> <li>- Enhance the roles of the group in destination management</li> <li>- Provide incentives to 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 Vang Vieng visitor flows																
1.4	Implement tourism price control measures based on the Vang Vieng visitor flows																



No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
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> <li>- Organize consultation workshop among public and private stakeholders</li> <li>- Develop criteria for price control</li> </ul>														
1.6	Improve Vang Vieng tourism business statistic database aligns with tourism management department database	<ul style="list-style-type: none"> <li>- Collect data based on the visitor flows</li> </ul>														
1.7	Organize monthly meeting to discuss and identify solutions to the problems in Vang Vieng tourism															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2	Accommodation Business Management															
2.1	Implement the Accommodation Standard Classification along the Vang Vieng visitor flows															
2.2	Strengthen capacity of the hotel, guesthouse and restaurant group in Vang Vieng	<ul style="list-style-type: none"> <li>- Enhance the role of the group in destination management</li> <li>- Provide incentives to 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 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 linkages with this activity</li> </ul>														
3	Tourism Standard															
3.1	Establish the steering committee or taskforce for ASEAN tourism standard implementation in Vang Vieng															
3.2	Implement the ASEAN Green Hotel Standard along the Vang Vieng visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide incentives for hotel group members</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
3.3	Implement the ASEAN Spa Service Standard along the Vang Vieng visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide privilege for hotel group members</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
4	Restaurant & Entertainment Business Management															
4.1	Implement the Laos Restaurant Safety & Cleanliness Standard along the Vang Vieng visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Work with relevant organizations, such as District Industry and Commerce Office</li> <li>- Strengthen capacity of the central and provincial committee that are the assessors of the restaurant safety &amp; cleanliness standard</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
4.2	Implement the human trafficking, woman and child violence prevention activity restaurant and entertainment business along the Vang Vieng visitor flows	<ul style="list-style-type: none"> <li>- Identify tourism businesses based on the visitor flows</li> <li>- Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity</li> </ul>														
4.3	Implement the Entertainment Business Standard along the Vang Vieng visitor flows	<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 linkages with this activity</li> </ul>														
5	Tourism Site Management															
5.1	Develop manual for cave management and preservation in Vang Vieng															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
5.2	Implement the Laos tourism site standard along the Vang Vieng visitor flows in collaboration with the Tourism Development Taskforce	- Tourism Development Section leads; tourism management section provides support and participation														
5.3	Organize first aid and safety training for tourism site businesses along the Vang Vieng visitor flows															
6	Rule & Regulation															
6.1	Develop the Vang Vieng Tourism Management Program	- Identify tourism businesses based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														
6.2	Develop and improve rules and regulations related to tourism business management in Vang Vieng															

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 trainings on tourism management for government officials in the Vang Vieng tourism sector															
7.2	Provide equipment for noise measurement in restaurant and entertainment business for tourism management division in Vang Vieng															
8	Vang Vieng Tourism Management Taskforce															
8.1	Establish the Vang Vieng 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 Vang Vieng 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 Vang Vieng tourism management taskforce meeting which aims to review the action plan implementation progress for planning	- Invite members or stakeholders who are involved in action plan implementation to the meeting														
8.4	Distribute action plan implementation progress and plan for the future via online channel and social media: Facebook: Vang Vieng DMN	- Write a short article and post picture 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		Skills Development Taskforce															
1	Hospitality Skills Training																	
1.1	Organize training on hospitality skills for hotel, guesthouse and restaurant along the Vang Vieng visitor flows	<ul style="list-style-type: none"> <li>- Organize training for businesses based on the visitor flows</li> <li>- Provide privilege for hotel group members</li> <li>- Lead by IMCT trainers in collaboration with provincial DICT trainers and hotel group trainers</li> </ul>																
1.2	Organize training on customer care and service quality improvement for hotel, guesthouse and restaurant management along the Vang Vieng visitor flows																	
1.3	Organize training on hospitality skills for Chinese targeted hotel, guesthouse and restaurant along the Vang Vieng 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 Standard Operating Procedure (SOP) for small and medium size hotel, guesthouse and restaurant along the Vang Vieng visitor flows															
1.5	Organize training on safety and cleanliness for restaurant along the Vang Vieng visitor flows															
1.6	Organize training on hospitality skills for homestay along the Vang Vieng visitor flows															
1.7	Organize training on tourism marketing for small and medium size business along the Vang Vieng visitor flows															
1.8	Organize training on IT for business for small and medium size business along the Vang Vieng 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 local guide training based on the Vang Vieng visitor flows	- Work with provincial and district tour guide group and travel agent group in reaching their members - Gather tourism products from tourism development taskforce														
2.2	Organize training for adventure tour guide along the Vang Vieng visitor flows															
2.3	Organize first AID training for tour guide along the Vang Vieng visitor flows															
2.4	Organize training for existing tour guide along the Vang Vieng 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 on hospitality skills for public and private sector based on the Vang Vieng visitor flows															
3.2	Organize training of trainer on local guide and adventure guide based on the Vang Vieng visitor flows															
4	Research															
4.1	Conduct training need assessment for business in the tourism sector in service quality improvement based on the Vang Vieng visitor flows	<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>														
5	Strengthen capacity of public and private education institutes															
5.1	Build capacity of teachers in the tourism sector through training and exposure trip in Laos and abroad															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
5.2	Improve demonstration facility 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 training curriculum															
6	Implement MICE Standard															
6.1	Implement ASEAN MICE Standard along the Vang Vieng visitor flows	- Identify tourism business based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														
6.2	Implement Laos MICE Standard along the Vang Vieng visitor flows	- Identify tourism business based on the visitor flows - Provide recommendations for other taskforces on action plan implementation to ensure linkages with this activity														

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
7	Strengthen human resource capacity															
7.1	Organize training on training assessment and how to use data analytic software for government officials in Vang Vieng tourism sector															
7.2	Organize training of trainer on ASEAN standard assessment for government officials in Vang Vieng tourism sector															
8	Planning															
8.1	Develop Vang Vieng human resource skills development program															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
9	Vang Vieng Skills Development Taskforce															
9.1	Establish Vang Vieng skills development taskforce that includes public and private sector along the visitor flows	- Identify and select members based on the visitor flows, such as businesses along the visitor flows to ensure there are members who can provide insight about the flows														
9.2	Provide equipment for Vang Vieng skills development taskforce															
9.3	Organize Vang Vieng 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 action plan implementation to the meeting														
9.4	Distribute action plan implementation progress and plan for the future via online channel and social media: Facebook: Vang Vieng DMN	- Write a short article and post picture on social media														

## Annex 2.5: Destination Management

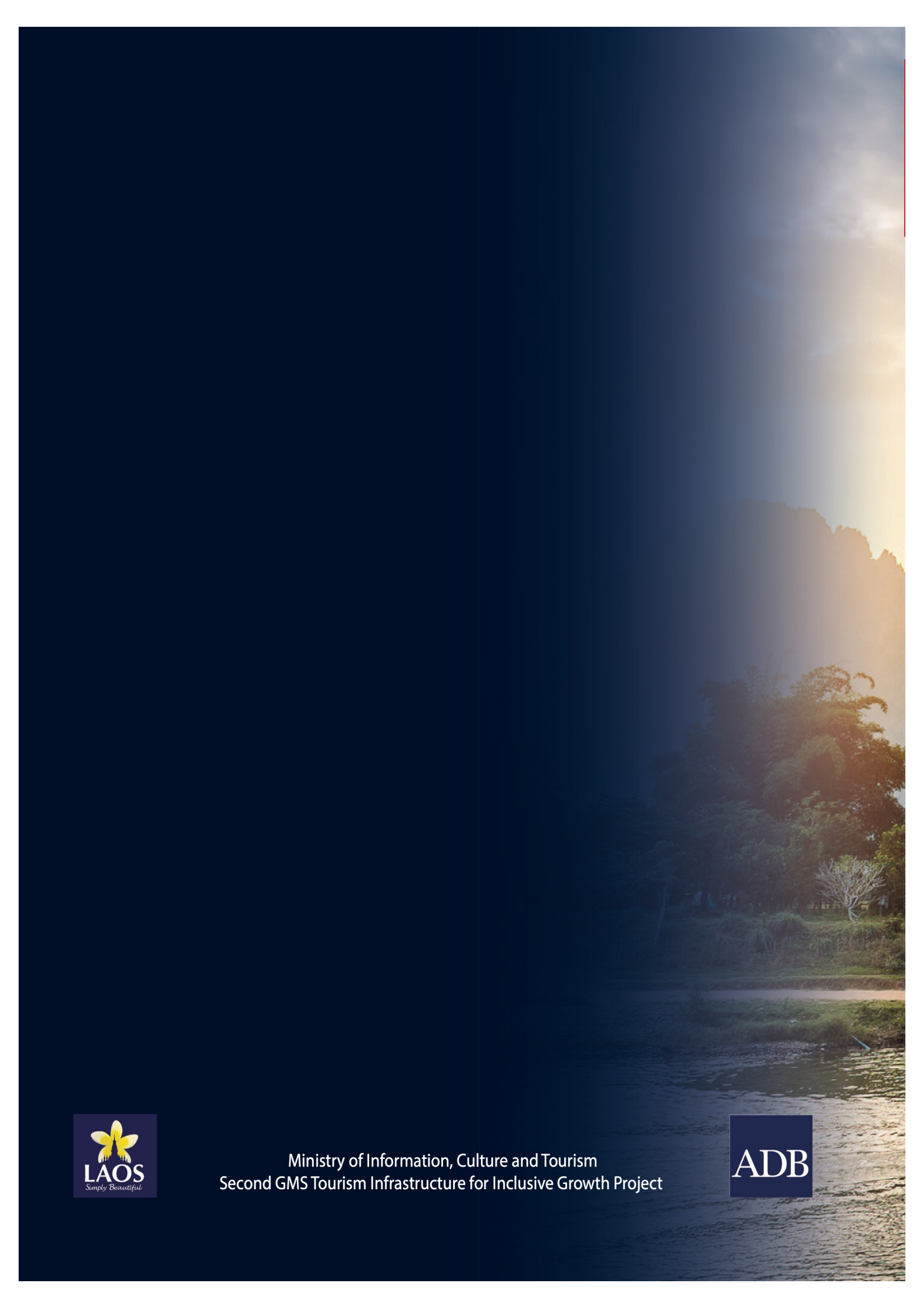
No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
V	Destination Management		DMN Secretariat													
1	Destination Management Network															
1.1	Establish Vang Vieng Destination Management Network – DMN that includes public and private sector 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 interest in tourism development</li> <li>- In the long term, develop membership system, provide privilege from both public and private sector in the network</li> </ul>														
1.2	Provide necessary equipment for Vang Vieng DMN															
1.3	Organize training on destination management for Vang Vieng 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 in Vang Vieng															
1.5	Organize training on project proposal writing and access to finance for public and private sector in Vang Vieng															
1.6	Improve English language skills for Vang Vieng DMN members															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
1.7	Organize exposure trip on destination management in Laos and in the region for Vang Vieng DMN members	- Identify potential destination that can be a model on public and private sector collaboration - If it is possible, select the destination that apply visitor flow analysis approach and there is a network among public and private sector														
1.8	Organize Vang Vieng DMN meeting to review action plan implementation progress and plan for the future															
1.9	Distribute action plan implementation progress and plan for the future via online channel and social media: Facebook: Vang Vieng DMN															
1.10	Develop and distribute weekly and monthly Newsletters on destination management to tourism stakeholders															

No.	Activity	Implementation Method	Responsible Organization	Budget (USD)	2020											
					1	2	3	4	5	6	7	8	9	10	11	12
2	Vang Vieng Destination Management Online Database															
2.1	Develop Vang Vieng Destination Management Online Database for public and private stakeholders in the tourism sector	<ul style="list-style-type: none"> <li>- Keep the visitor flows online, use it as a center of everything. It is adjustable based on the level of understanding about the flow or the behavior changes of the visitors</li> <li>- Stakeholders can see what activities are being implemented as well as implementation progress</li> <li>- Include ASEAN and Laos tourism standards</li> <li>- Tourism statistic and tourist satisfaction survey</li> <li>- Marketing research</li> <li>- Problem or review from visitors on social media</li> <li>- This database will be a basis for the Laos Tourism Online Database in the future</li> </ul>														
3	Monitoring and Evaluation															
3.1	Implement destination management monitoring and evaluation activity															



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Second GMS Tourism Infrastructure for Inclusive Growth Project

