

# ແຜນກິດຈະກຳເຄືອຂ່າຍ DMN ຂັ້ນສູນກາງປະຈຳປີ 2022

## National DMN Action Plan 2022

Date: 20 / 11 / 2022

No.	ກິດຈະກຳ (Activity)	ພາກສ່ວນຈັດຕັ້ງປະຕິບັດ (Implemented by)	ພາກສ່ວນສະໜັບສະໜູນດ້ານງົບປະມານ ແລະ ວິຊາການ (Source of Funding & Technical Support)	ຄວາມຄືບໜ້າ / ແຜນວຽກ (Progress / Plan)
ການຕະຫຼາດການທ່ອງທ່ຽວ (Tourism Marketing)				
1	Promote Lao Thiao Lao Campaign on social media	LNCCI	<ul style="list-style-type: none"> <li>– Project LAO/029</li> <li>– UNDP</li> <li>– SUSTOUR Project</li> </ul>	<ul style="list-style-type: none"> <li>– The campaign is being supported by SUSTOUR project, similar to previous phase campaign, started in Sep 2022 run for 10 months, until end of May 2023, 30,000 USD budget.</li> </ul>
2	Improve What's Up Laos Tourism App	LNCCI	<ul style="list-style-type: none"> <li>– Project LAO/029</li> <li>– Need financial support</li> </ul>	<ul style="list-style-type: none"> <li>– Project LAO/029 developed</li> <li>– USAID LBE is looking for feasibility to link or integrate a tourism statistic App.</li> <li>– 18 Nov: USAID LBE has worked with an expert and IT specialist, found that it is impossible to do it.</li> <li>– Opportunity to link with 8 Booking.biz. MICT works with Lao SMEs Association provide training on how to use the website. MOUs have been signed between 8 Booking and LHRA and tour guide association.</li> </ul>
3	Organize tourism events	LNCCI, private sector	<ul style="list-style-type: none"> <li>– Private sector</li> <li>– Projects &amp; international organizations</li> <li>– TIIGP 2 / MICT</li> </ul>	<ul style="list-style-type: none"> <li>– Organized Lao Coffee Fest in Feb 2022 in Pakse</li> <li>– Made In Laos Exhibition in Feb 2022</li> <li>– X – Race Valley Vang Vieng in Aug 2022</li> <li>– X Five in Khamouane province in Mar 2022</li> <li>– Sabaidee LuangPrabang Fest on 06 – 12 Oct 2022</li> <li>– Lao Handicraft Festival in Oct 2022 in VTE <u>Plan</u></li> <li>– Southern Laos Handicraft and Food Festival in Pakse Nov 2022: Champasak CCI host the event, in collaboration with Women Entrepreneur Association.</li> <li>– Luang Prabang film festival in Dec 2022</li> <li>– Vientiane International Marathon in Dec 2022</li> <li>– Vang Vieng Music Festival in Dec 2022</li> </ul>

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4	Participate tourism events and travel trade fairs		<ul style="list-style-type: none"> <li>– TIIGP 2 / MICT</li> <li>– SUSTOUR Project</li> </ul>	<ul style="list-style-type: none"> <li>– Participated ITB Asia Singapore in Oct 2022</li> <li>– Preparing for ATF Indonesia in Feb 2023. Laos will host Lao night on 04 Feb 2023.</li> </ul>
5	Improve Lao tourism official website	Tourism Marketing Department	<ul style="list-style-type: none"> <li>– UNDP</li> </ul>	<ul style="list-style-type: none"> <li>– UNDP is planning to work with marketing department to improve the website to make it more dynamic and interactable web portal where authorities from district, provincial and central levels should be involved in updating the data/information to make the website up to date</li> <li>– 18 Nov: Web portal has been postponed to 2023</li> </ul>
6	Launch a tourism marketing campaign on “LaoSafe”		<ul style="list-style-type: none"> <li>– Project LAO/029</li> </ul>	<ul style="list-style-type: none"> <li>– Project Lao/029 works with MICT, Tourism business management Dept. Trained the businesses, assess and certificate 120 hotels, 130 restaurants, +300 drivers, 800 tour guides. Launched the campaign with RDK 10 months ago. Made 3 videos. certified 1,300 businesses.</li> <li>– Planning for new project LAO/336: Skills for Tourism Agriculture and Forestry</li> </ul>
ການພັດທະນາຜະລິດຕະພັນການທ່ອງທ່ຽວ (Product Development)				
7	Green product or nature-based tourism product development	LNCCI	SUSTOUR Project	<ul style="list-style-type: none"> <li>– Supported Biogas production from food waste, 20 units for lower costs. Raising awareness on food waste, plastic recycle in LPB. EV transportation in Vang Vieng.</li> </ul>
8	Improve facilities in tourist attractions in Vang Vieng	Tourism Development Department, MICT	UNDP	<ul style="list-style-type: none"> <li>– Supported Cash for Works in Vientiane Capital and Vang Vieng to clean up the tourism sites</li> <li>– Completed: improved parking area, view point area at Phangern in Vang Vieng, etc.</li> </ul>

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9	Promote Community Based Tourism in national projected areas	Ministry of Agriculture and Forestry	LLL Project, World Bank	<ul style="list-style-type: none"> <li>– Progress: the project has recruited international and internal project consultants. Developed detailed workplan, will organize a meeting with private sector on 25 Nov 2022. Focus in 9 provinces, 8 protected areas. Goal: how to involve private sector in operating business in natural protected area.</li> </ul>
ການຄຸ້ມຄອງການທ່ອງທ່ຽວ (Tourism Management): ລະບຽບການ (regulations), ມາດຕະຖານ (standards) ແລະ ອື່ນໆ (others)				
10	Organize meetings on Country Reopening Preparation Plan	Tourism Management Dept., MICT & LNCCI	<ul style="list-style-type: none"> <li>– TIIGP 2 / MICT</li> <li>– USAID LBE</li> </ul>	<ul style="list-style-type: none"> <li>– A public &amp; private consultation meeting will be organized at the beginning of April to review progress of Green Travel Zone, work with LNCCI on the issues proposed by private sector</li> <li>– USAID LBE: just completed the private sector meeting (LBF), but we need to organize more meetings with different stakeholders</li> <li>– LNCCI organized a review meeting with private sector on the issues related to country reopening</li> <li>– Plan to organize meetings on related issues in tourism sector</li> </ul>
11	Establish Laos Tourism Promotion (LTP) Board	Tourism Management Dept, MICT	USAID LBE	<ul style="list-style-type: none"> <li>– In the process of preparing draft degree of Lao tourism promotion board. MICT wants it to be an independent organization while LNCCI wants to include public sector.</li> <li>– In process of improving tourism development fund decree</li> </ul>
12	Conduct research on access to finance for Micro tourism enterprises	LNCCI & ILO	SUSTOUR Project	<ul style="list-style-type: none"> <li>– Information has been compiled from all the banks in term of available credit and financing for small businesses</li> <li>– Conducted information session for small business in VV, VTE. 84 businesses participated.</li> <li>– MICT to get information from all funds and distribute to relevant stakeholders.</li> </ul>
ການພັດທະນາທັກສະຄວາມສາມາດ (Skills Development)				

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13	Organize trainings on Laosafe programme for tourism businesses	IMCT, MICT	Project LAO/029	– Completed, trained 131 restaurants, 118 hotels, 306 drivers, 765 tour guides, 2 airlines in 9 provinces.
14	Organize online trainings on Safe Travels protocol for tour operators by Travelife	LNCCI, MOIC	SUSTOUR Project / Plan International	– Trained 10 businesses
15	Training on Travelife		SUSTOUR Project / Plan International	– Trained 81 business, 68 businesses registered on website, 100 staff.

## ຄຳສັບຫຍໍ້ (Acronym)

- DMN Destination Management Network
- LNCCI Lao National Chamber of Commerce and Industry
- UNDP United Nations Development Programme
- MICT Ministry of Information, Culture and Tourism
- LLL Project Lao Landscapes and Livelihoods Project
- IMCT Institute of Mass Media, Culture and Tourism
- MOIC Ministry of Industry and Commerce
- USAID LBE USAID Laos Business Environment
- TIIGP 2 Second GMS Tourism Infrastructure for Inclusive Growth Project