

# ແຜນກິດຈະກຳເຄືອຂ່າຍ DMN ຂັ້ນສູນກາງປະຈຳປີ 2023

## National DMN Action Plan 2023

Date: 21 / 11 / 2022

No.	ກິດຈະກຳ (Activity)	ພາກສ່ວນຈັດຕັ້ງ ປະຕິບັດ (Implemented by)	ພາກສ່ວນສະໜັບສະໜູນດ້ານ ງົບປະມານ ແລະ ວິຊາການ (Source of Funding & Technical Support)	ລາຍລະອຽດກິດຈະກຳ (Detail Activities)	ໄລຍະເວລາ (Duration)
ການຕະຫຼາດການທ່ອງທ່ຽວ (Tourism Marketing)					
1	Develop Lao Tourism Campaign for regional and international visitors	MICT & LNCCI	<ul style="list-style-type: none"> <li>– TIIGP 2 / MICT</li> <li>– USAID LBE</li> <li>– Others</li> </ul>	<ul style="list-style-type: none"> <li>– TIIGP 2 to draft a TOR for a consulting firm and share with stakeholders</li> <li>– This could be a campaign for 2024 Visit Laos Year, which needs to be launched by mid 2023.</li> <li>– Working with large brand company, like Rosewood in Luang Prabang. Use visa free to get attention, work with influencers.</li> </ul>	Jan – Oct 2023
2	Continue Lao Thiao Lao Campaign	LNCCI	<ul style="list-style-type: none"> <li>– SUSTOUR Project</li> </ul>	<ul style="list-style-type: none"> <li>– SUSTOUR Project will continue until May 2023, work with LNCCI and RDK establishing a financial model for the longer term</li> </ul>	Jan – May 2023
3	Organize tourism events	Lao Handicraft Association, LNCCI, private sector, MICT	<ul style="list-style-type: none"> <li>– Private sector, TIIGP 2 / MICT</li> </ul>	<ul style="list-style-type: none"> <li>– Lao Food Festival in Jan 2023 in VTE</li> <li>– Savan Fun Fest on 24 – 29 Jan 2023</li> <li>– Made in Laos on 10 – 19 Feb 2023</li> <li>– V trail in Vang Vieng on 05 – 06 Feb 2023</li> <li>– Lao handicraft association &amp; LNCCI: ASEAN traditional textile symposium in Laos in 2024</li> <li>– ATF 2024 In Laos in Jan preparation</li> <li>– 2024 Visit Laos Year preparation</li> <li>– X Five in March in Khammouane</li> <li>– Luang Prabang Trail in Sep 2023</li> <li>– Lao Handicraft Fest in Oct 2023</li> </ul>	Jan – Oct 2023

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4	Participate tourism events and travel trade fairs	MICT and LNCCI	<ul style="list-style-type: none"> <li>– Private sector</li> <li>– TIIGP 2 / MICT</li> <li>– Others</li> </ul>	<ul style="list-style-type: none"> <li>– ATF Indonesia in Feb 2023, to host Lao night on 04 Feb 2023</li> <li>– Eco-tourism network</li> <li>– B2C Roadshow to Thailand, Vietnam and Cambodia. Host an event at a shopping center in bordering provinces in Thailand, such as Central Plaza.</li> <li>– WTM London Nov 2023, B2B event, Vietnam and Cambodia invited Laos to join the booth.</li> </ul>	Feb – Nov 2023
5	Organize FAM Trip	LNCCI	<ul style="list-style-type: none"> <li>– SUSTOUR Project</li> <li>– Others</li> </ul>	<ul style="list-style-type: none"> <li>– Organize FAM trip in VTE, VP and LPB. Participants: regional journalist, influencers, international TA/TO from EU and the region, such as South Korea, Singapore, etc. Low season 2023</li> <li>– Organize FAM trip in other provinces</li> </ul>	
ການພັດທະນາຜະລິດຕະພັນການທ່ອງທ່ຽວ (Product Development)					
6	Community based tourism development	MOAF, LNCCI, MICT and private sector	<ul style="list-style-type: none"> <li>– LLL Project</li> <li>– SUSTOUR Project</li> <li>– TIIGP 2 / MICT</li> </ul>	<ul style="list-style-type: none"> <li>– LLL Project: working on the 2023 workplan. PPP approach.</li> <li>– SUTOUR PROJECT <ul style="list-style-type: none"> <li>○ Provide training for communities on social and environment practice. Make agreement with tour operators</li> <li>○ Continue Green pilot project in tourism supply chain: food, handicraft</li> </ul> </li> <li>– TIIGP 2 <ul style="list-style-type: none"> <li>○ Support implementation of ASEAN Homestay and Community Base Tourism (CBT) standards in LPB, VP and CPS</li> </ul> </li> </ul>	–
7	Gastronomy tourism development	MICT		<ul style="list-style-type: none"> <li>– This is one of the products that being promoted by ASEAN and theme of ASTA (ASEAN Sustainable Tourism Award) for 2024.</li> <li>– It can be coffee. Develop and promote coffee tourism</li> </ul>	–

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8	Environment	MICT, private sector in Vang Vieng	<ul style="list-style-type: none"> <li>– TIIGP 2 / MICT</li> <li>– Swisscontact</li> </ul>	<ul style="list-style-type: none"> <li>– MICT <ul style="list-style-type: none"> <li>○ Improve landfill in Vang Vieng, plan to work with other projects and international organizations</li> <li>○ Implement ASEAN Clean Tourist City in Vang Vieng</li> </ul> </li> <li>– Swisscontact: Raise awareness on waste reduction for businesses in Vang Vieng, recycle, organize an event to promote green services, develop green transition tool kits.</li> </ul>	
ການຄຸ້ມຄອງການທ່ອງທ່ຽວ (Tourism Management): ລະບຽບ (regulations), ມາດຕະຖານ (standards) ແລະ ອື່ນໆ					
9	Establish Laos Tourism Promotion (LTP) Board	Tourism Business Management Department, MICT	USAID LBE	<ul style="list-style-type: none"> <li>– Draft decree on Laos tourism promotion board</li> </ul>	–
10	Update tourism law, decree and ministerial agreement	Tourism Business Management Department, MICT	TIIGP 2 / MICT	<ul style="list-style-type: none"> <li>– Update Lao tourism law</li> <li>– Update decree on tourism development fund</li> <li>– Update decree on tourist city and tourist attraction. In the process of discussion with Ministry of Justice.</li> <li>– Update ministerial agreement on tourism in national project area</li> </ul>	–
11	Tourism development policy in national protected areas	LLL Project	Forestry Department, MAF	<ul style="list-style-type: none"> <li>– LLL Project: will develop policy framework to improve decree on 134: national projected areas management. ຂໍ້ຕົກລົງຄວບຄຸມທັງສາມປະເພດປ່າ: ປ່າສະຫງວນ, ປ່າປ້ອງກັນ ແລະ ອຸດທະຍານແຫ່ງຊາດ. ກຳລັງປັບປຸງດຳລັດວ່າດ້ວຍປ່າສະຫງວນ, ຈະນຳສະເໜີຂຶ້ນເທິງກວດກາ, ຈະສົ່ງໃຫ້ລັດຖະບານພາຍໃນທັນວາ 2022. ເປັນການສະໜັບສະໜູນການສະເໜີອຸດທະຍານແຫ່ງຊາດຫົນນ້ຳໜໍ່ເປັນມໍລະດົກໂລກ</li> </ul>	–

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ການພັດທະນາທັກສະຄວາມສາມາດ (Skills Development)					
12	Laosafe Programme	MICT	Project LAO/029	– Project LAO/029: the project is closing, preparing for a new project. Skills for Tourism, Agriculture and Forestry	–
13	Training on Travelife and Lasting Laos	LNCCI	SUSTOUR Project	– Continue support businesses to achieve certification, provide training and coaching start in low season. Roll out supplier Lasting Laos certification for transportation, F&B, handicraft and agricultural sector.	–

### 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
- MAF Ministry of Agriculture and Forestry
- USAID LBE USAID Laos Business Environment
- TIIGP 2 Second GMS Tourism Infrastructure for Inclusive Growth Project
- VTE Vientiane Capital
- LPB Luang Prabang Province
- VP Vientiane Province
- CPS Champasak Province