

Chinese Visitor Welcoming Plan



Tourism Development Department
Ministry of Information, Culture and Tourism

Year 2023 - 2025

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1. Introduction

China was the world's major source of international travelers in the years prior to the COVID pandemic. In 2019, its 155 million travelers spent more than \$24 billion outside of the country. Over the last three years, when the nation basically closed its borders, that outflow was stopped, however, millions of tourists are set to return to the world stage as China reopens, boosting prospects for a recovery in the global hospitality sector.

This plan was created as a reference for the public and private sectors, both at the central and local levels, and gives a background on Chinese tourism in Laos, as well as a potential forecast for their return to traveling internationally and some potential threats with so-called zero-dollar tourism. The plan also outlines policies and plans from countries around the region, as far as is known, with regard to welcoming and preparing for the return of Chinese tourists.

Current events regarding Chinese outbound tourism are changing daily and it is entirely possible that parts of this document may be improved or revised in the future, in order to reflect the real situation at both the central and local levels.

2. Chinese Market – Overview

Before the COVID-19 pandemic, China was a key tourism source market for Laos, with 1,022,727 tourists comprising just over 20% of total tourism arrivals. This influx of tourists was the second-largest source of tourism revenue for the country. In 2019, there was even a grand joint promotional tourism event known as Visit Laos-China Year, which increased demand to visit Laos among the Chinese populace.

During this time, Chinese visitors typically came to Laos in three ways: by air, by car caravan, and by group tour bus. Of the total number of arrivals, 217,770 arrived through airports, while the remaining visitors arrived through land/water border checkpoints. In 2019, air connectivity was just beginning to blossom with Laos being connected to many Chinese cities, including Changsha, Changzhou, Chengdu, Hangzhou, Shanghai, Guangzhou, and Kunming (Lao Airlines, 2019). The average length of stay for visitors by air was typically 2-8 days, while overland visitors in car caravans and tour buses stayed in Laos for roughly 3-4 days.

Data shows that only 10% of all 1.4 billion Chinese people even own a passport, yet they spent more than \$120 billion USD overseas in 2018. For a long time, it was assumed that Chinese people travel only in mass market group tours, but even before COVID, there was already a tendency toward free independent travel (FIT). Some estimates in Thailand assess that only 40% of Chinese visitors traveled in group tours. Experts assert that group travel is primarily reserved for first-time travelers to a place. For a traveler's second or third trip, they would travel independently or in semi-organized bespoke tours.

Yet, after a period of almost three years, the Chinese government has greenlit the sale of outbound group tours for Chinese travelers to 20 destinations, including Laos. This comes into effect on 6 February 2023, so it is expected that Chinese visitors will travel to Laos in increasing numbers.

3. Chinese Market - Forecast

International Chinese travel is predicted to be a bit muted in the near future, but is expected to ramp up in Q2 or Q3. This is due to air capacity linking China to other countries at only about 10% of pre-pandemic levels. Aviation agreements need to be reexamined and airline landing slots must be granted at airports before tickets can even be sold.

The China Outbound Tourism Research Institute (COTRI) tentatively predicts that approximately 56 million trips will be made outside of Greater China in 2023 and that a majority of these trips will be made to Southeast Asia. Barring any major issues this year, then he goes on to predict that outbound Chinese tourism in 2024 will return to 2019 levels. In the

near future, many of the initial trips will be made to reunite families, students traveling to study, and people traveling for business.

Based on data provided by China i2i Group, in 2023, the majority of Chinese tourists traveling abroad will be FIT tourists seeking novel experiences such as immersing themselves in local lifestyles, exploring new cultures, and indulging in unique local cuisines. The institution also conducted a survey on the travel needs of over 10,000 Chinese individuals via WeChat, of which 89% expressed a willingness to travel abroad. Furthermore, over 52% of respondents preferred standard and comfortable accommodations such as 4-5 star hotels. The peak months for Chinese tourism in 2023 are June and October, with 87% of respondents indicating a desire to travel during these months.

Before the outbreak of COVID-19, Chinese people preferred to use cash for transactions and periods of lockdown-related travel restrictions also resulted in limited spending. However, now that the Chinese government has relaxed policies for citizens to travel abroad, people are eager to explore new destinations and “revenge spend” on various goods and experiences to make up for lost time during quarantine. Nonetheless, the tourism industry could still be impacted by the ongoing global economic crisis, which has led to higher prices of travel compared to pre-COVID-19 times.

Zero-Dollar Tours

When discussing Chinese tourism, the threat of so-called “zero-dollar tours” is always a point of concern. The basic concept of these tours is that tour operators in China sell undervalued tour packages to Chinese tourists, then when they arrive in the country, the tourists must pay out of pocket for various meals and are taken through many shops which offer commissions back to the tour operator. Many of these in-country venues are owned by Chinese nationals and accept payment by Alipay and WeChat Pay, so money can be paid directly between bank accounts in China, circumventing the Lao financial system. It is also sometimes alleged that goods and services bought are overpriced, of inferior quality, and often made in China. The fact that Chinese tourists appear to have all of their needs catered for is a large draw for zero-dollar tours. Going on a tour prevents language issues as tourists often can't speak more than a few phrases of English or local languages. Even as this has its benefits, it can also have its drawbacks as many find it difficult to report unwanted sales pressure to local police.

Thailand declared war on zero-dollar tours in 2016 with a crackdown on underpriced tourism packages being sold to Chinese tourists. The Tourism Authority of Thailand reached an agreement with the Chinese National Tourism Administration to set a minimum standard of rates that Chinese tour operators are allowed to sell. Packages must be valued at least 1,000 Thai baht per person per day and that optional tours must be valued at an additional minimum of 3,000 Thai baht per person, therefore a full three-day package must be valued at a minimum

of 6,000 Thai baht. During this period, police also raided tourism businesses and arrested several directors on charges of money laundering, running unauthorized tours, and fraud.

The immediate result of these measures was a decrease in the number of Chinese tourists visiting Thailand. It is estimated that hundreds of thousands of tourists canceled their tours and visited other countries in the months after these restrictions came into effect. This steep decline in tourism demand forced the government to slash visa-on-arrival fees to try to lure the Chinese back.

In Bali, Indonesia, police and tourism authorities investigated and shut down syndicates and illegally-acquired Chinese-owned shops that participated in “zero-dollar” tours. The Association of Indonesian Tours and Travel Agencies took it a step further and coordinated with China’s National Tourism Authority to compile lists of “good” and “bad” tour operators to inform tourists and help handle complaints.

In Hong Kong, these groups are referred to as “forced shopping” tours. Through bilateral engagement between Hong Kong and the mainland government, China banned these types of tours to both Hong Kong and Macau in 2013.

A Chinese travel expert affirms that the most effective method to suppressing zero-dollar tourism lies in cooperating with the Chinese government so that potential violators may be threatened with incarceration or public shame. He also mentions that the overall number of tourists who would consider traveling this way is in decline and would only attract newer travelers from lower-tier cities.

❖ **Experts recommend five strategies to prepare for the return of the Chinese traveler:**

1. **Prepare to serve diverse travelers.** Chinese people are not all alike and the population is huge. The first wave of long-haul travelers is expected to be experienced FITs, including millennials, Gen Z, and luxury travelers.
2. **Mass tourism is dying.** In the future, big-group sightseeing tours will probably appeal only to Chinese travelers from smaller cities who have never traveled in the past. Residents from China’s largest cities will prefer to travel in small groups or as FIT. To reach independent travelers, focus on local life in destinations. The top two objectives of nearly two-thirds of Chinese tourists polled by a Chinese marketing agency were to sample local cuisine and ways of life.
3. **Safety.** The safety of a destination ranks second in importance after price in the minds of Chinese tourists. Safety will be especially vital for the Chinese independent travel’s first wave after reopening. These first travelers to the Lao PDR will return to China and influence future travelers after that, so it is important that they are made to feel welcome and safe in the country.
4. **Offer value for money.** Pre-COVID, boasting about large purchases was considered impressive in China. Today, however, spending on and learning from authentic experiences, rather than simply flashing wealth, is considered impressive. Given the rising expenses of travel and the lack of affordable tour packages, Chinese tourists now

place a higher emphasis on value for money. In comparison to travelers from Europe and the United States, travelers from China have demonstrated a higher readiness to spend extra for environmentally friendly options. 88% of Chinese tourists polled worry about their influence on places and communities.

5. **Reduce visa fees.** Chinese travelers are looking for convenience (after price and safety). Countries that simplify the process by issuing eVisas, rapid visas-on-arrival, or even removing visa requirements altogether, will definitely turn the heads of Chinese travelers to those countries. This simple matter of convenience also creates a feeling of welcomeness.

It is estimated that in 2023, around 368,000 Chinese tourists will visit Lao PDR, representing a 21% increase from 2022. Lao PDR has an advantage in the form of a railway connecting it to China, which presents an opportunity for the country. With the recent government approval of international train services, Chinese tourists will have the option of traveling to Lao PDR by train, which could be a convenient and attractive mode of transportation for them. This development will be enhanced with flight routes recently announced to major cities in China, including Guangzhou, Shanghai, Chengdu, Changzhou, and Hangzhou.

4. Worldwide Preparation

Around the globe, countries are refiguring and restructuring their industries and policy landscape to be able to cope with the sudden resumption of Chinese travel to their countries.

Thailand

Health Policy

- Travelers whose flights originated in a nation with ongoing COVID-19 travel restrictions must have health insurance since it may prevent them from returning in the event of illness. The COVID-19 treatment must be covered by the insurance for at least US\$10,000 and an additional seven days;
- Chiang Mai Provincial Public Health Office announced a program to provide 3,000 daily doses of booster vaccinations for workers in the tourism industry from January 23 to 29.

Tourism Development

- Labor shortages will be an issue due to inadequate personnel. Fewer than 25% of Thailand's 5000 Chinese-speaking tour guides are still working in the industry. To alleviate this shortage, the government has implemented programs to help unemployed people build their skills and receive training. Phuket's business sector has requested that more migrant workers should be permitted to register for positions in the hospitality sector;

- More air links resuming: Spring Airlines will fly Shanghai to Phuket and Guangzhou to Chiang Mai in January; Juneyao Airlines will fly Shanghai to Chiang Mai on 18 January 2023.

Tourism Marketing

- Three government ministers: The Minister of Tourism and Sport, The Minister of Transportation, and the Minister of Health, personally welcomed the first Chinese flight to Thailand. Passengers were greeted and given floral garlands and welcomed with banners;
- Tourism Authority of Thailand planning tourism roadshows in three major cities: Shanghai, Guangzhou, and Chengdu, in February (TAT heading, 2023).

Cambodia

Health Policy

- Entry requirement changes are the same as before the COVID-19 pandemic;
- No COVID-19 testing;
- No COVID-19 health insurance requirement.

Tourism Development

- New air links with China began between Nanning and Phnom Penh.

Tourism Marketing

- Cambodia has launched a Visit Cambodia 2023 campaign “Every Day is a Wonder” and is celebrating 65 years of Chinese-Cambodian relations;
- The Ministry of Tourism of Cambodia has undertaken a promotional road show in China’s largest cities in order to reach target visitors.

Vietnam

Health Policy

- No COVID-19 testing or entry requirement changes for Chinese nationals.

Tourism Development

- Chinese tourists were 38-30% of total arrivals in 2019;
- Vietjet Air and China Southern airlines are resuming flights from 26 March 2023;
- Vietnam Airlines will restart flights to China on 1 June.

Korea

Health Policy

- Before flying to Korea, must take PCR test 2 days in advance or ATK 1 day in advance;

- PCR test on arrival: short-term (less than 2 month) travelers from China will stay at airport until result is available; Koreans and long-term travelers can test at public health center within one day of arrival and quarantine at home until result;
- Flights from mainland China can only land at Seoul Incheon Airport.

Japan

Health Policy

- Travelers from mainland China must have negative test taken within 72 hours of departure;
- Travelers from mainland China (or anyone who has been in China within the previous 7 days) must take PCR or high-quality ATK on arrival;
- Flights from China can only land at Narita, Haneda, Kansai, and Chubu airports;
- Tourists who test positive must quarantine for seven days.

Singapore

Health Policy

- Visa and immigration policy are the same as pre-pandemic, but adjustments can happen if the need arises .

Malaysia

Health Policy

- All inbound visitors will be screened for fever. Those with fever will be tested for COVID;
- Wastewater from aircraft arriving from China will be tested to detect any new variants.

India

Health Policy

- Requires negative COVID test report for travelers arriving from China, Hong Kong, Japan, South Korea, Singapore, and Thailand;
- Travelers are quarantined if they show symptoms or tests positive;
- The government has also ordered random testing of 2% of arrivals into the country.

Other Countries

Health Policy

- **Italy** orders COVID-19 antigen tests and virus sequencing for all travelers coming from China;
- **Spain** requires negative test result or proof of vaccination (on travelers from China);

- **France** requires negative PCR or antigen test taken less than 48 hours before boarding for all travelers coming from China (starting 5 January)
- **Sweden** requires negative tests for travelers incoming from China;
- **Belgium** requires COVID checks on travelers from China;
- **United Kingdom** requires a pre-departure negative COVID-19 test;
- **Australia** requires travelers from China to submit a negative COVID-19 test taken within 48 hours of departure;
- **Canada** requires travelers from China to test negative for COVID-19 no more than two days before departure;
- **Qatar** will require travelers arriving from China from 3 January to provide a negative COVID-19 test result taken within 48 hours of departure;
- **Morocco** will impose a ban on people arriving from China of all nationalities from 3 January.

Government Action Towards New Chinese Travelers from Least to Most Restrictive

	ASEAN	India	US, EU, Canada, Australia	Japan & South Korea	Morocco
Government Policies	<p><i>Malaysia</i> - Airline wastewater testing and screening for fever</p> <p><i>Thailand</i> - \$10,000 insurance for visitors traveling to a country that requires a PCR test.</p> <p><i>The Philippines</i> - considering imposing tests and has heightened surveillance on symptomatic passengers coming from China.</p> <p><i>Other ASEAN</i></p>	<p>Requires negative test reports for travelers arriving from China, Hong Kong, Japan, South Korea, Singapore, and Thailand. Quarantined if anyone shows symptoms or tests positive. Also, random testing of 2% of all arrivals into India.</p>	<p><i>US, France, Germany, Sweden, Belgium, UK, Australia, Canada</i> - Negative antigen or PCR test before departure (48 hours)</p> <p><i>Spain</i> – Negative test or proof of vaccination</p> <p><i>Italy</i> - spraying luggage</p>	<p>People from mainland China must have negative test taken within 72 hours of departure.</p> <p>Travelers from mainland China (or anyone who has been in China within the previous 7 days) must take PCR or high-quality ATK on arrival.</p> <p>Those testing positive will have to undergo <u>7 days in quarantine</u>. Tokyo also plans to <u>limit airlines</u></p>	<p>a ban on people arriving from China of all nationalities from 3 January</p>

	- Throughout the rest of Southeast Asia, other nations will treat Chinese travelers like any other.			increasing flights to China.	
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5. Advantages and Disadvantages in the Lao PDR

5.1 Advantages

Since 9 May 2022, the Lao PDR has fully opened the country to welcome tourists, resulting in an increase in the number of travelers to the Lao PDR, the majority of Lao people have been fully vaccinated against Covid-19, various related sectors in both the government and business sectors have cooperated to improve the quality of tourism and services to be able to better support tourists to make the tourism atmosphere in the provinces more lively and increase income gained through tourism:

- Open all international entry-exit checkpoints and have personnel ready to facilitate tourists as well as facilitate visa issuance for tourists;
- Abolish measures to detect the covid-19 disease (no ATK test, no vaccination card test), but will randomly test for the virus in cases of risk and symptoms;
- Various airlines have resumed services and plan to increase flights between Laos and China to support tourists who will visit the Lao PDR;
- here is a railway link between Laos and China, which after the two governments allow the opening of international train services, train travel services will be an option for Chinese tourists to travel to the Lao PDR. In addition, Lao Airlines has plans to open flight routes to other cities in China, such as Guangzhou, Shanghai, Chengdu, Shangzhou, and Hangzhou;
- Many hotels, guesthouses and restaurants have passed training and received certificates of cleanliness and safety (Lao Safe).

5.2 Disadvantages

Now that the country has fully reopened to travelers, tourism service providers and related sectors are once again gearing up to welcome tourists by offering their services. Despite the country's reopening, several challenges remain in welcoming visitors. Stakeholders have highlighted several issues that pose significant challenges, including:

➤ **Transportation:**

- Laos-China Railway tickets are difficult for many tourists to purchase, so an agency should be created to manage the booking and sale of Laos-China Railway tickets, a modern sales channel should be developed, or multiple channels should be utilized;
- The condition of the highway and access roads to many tourist sites are in a state of disrepair, there are potholes that make traveling difficult and take many hours to travel. In addition, the traffic on the streets in the city is disorderly, causing traffic congestion, and especially in the main tourist areas, parking is disorganized;
- The journey from Vientiane-Kunming is expected to take a total of 12 hours, of which the time spent passing through the border checkpoint in the Lao PDR is two hours and at the Chinese checkpoint an additional two hours, totaling four hours. This problem

will dissuade tourists, so it is proposed that the government help solve this problem for the convenience of the tourists;

- Organizing parking areas in tourism cities and public transportation stations are still disorganized and collect additional fees.

➤ **Human Resources**

- The workforce in the tourism sector is still insufficient and quality is limited, including employees working in hotels, guesthouses, restaurants, etc.;
- There is still a lack of specialized tour guides (Chinese language) which are too few to meet the needs of travel companies.

➤ **Tourist Facilities and Products**

- There are still not many quality hotels and restaurants, most of which are family-style businesses, especially in the provinces;
- Many tourist attractions have not been organized and developed in a formal way; At the same time, many tourist destinations do not have measures to support increasing numbers of tourists;
- Tourism companies that serve Chinese tourists are creating some issues and problems for tourism sites without taking into account the environment, sustainability and beautiful culture, which may lead to decline and deterioration;
- Tourism products are not yet diverse and unable to attract tourists and in addition, true Lao souvenirs are few;
- There are still no tourism advertising in Chinese, which is a problem that needs to be urgently addressed in order to be able to advertise to tourists electronically that can reach more Chinese tourists.

6. Chinese Visitor Welcoming Plan for 2023 (Short Term)

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
1	Organize the opening ceremony of the Laos-China Railway at the international border of Boten, Luang Namtha Province	Appoint a committee responsible, determine the work plan, personnel plan and budget plan in detail, regularly follow up and report on the preparation to the leadership and ask for guidance	13 April 2023		Government	Department of Planning and International Cooperation, Office of the MoICT in conjunction with MoFA and MoPWT
2	Improve entry-exit services and facilities at international checkpoints	<ul style="list-style-type: none"> - Improve service windows at the checkpoint to be smooth, orderly and fast - Provide modern equipment to sufficiently check visitors in and out 	2023	Entry and exit at international checkpoints is fast, orderly and tourists are satisfied	Government	<ul style="list-style-type: none"> - MoPS - MoFA - MoF - MoICT
3	Make the purchasing process of railway tickets more convenient and efficient	Hold discussions with the Laos-China Railway Company and related parties through participation between the government sector and the business sector, especially the	2023	Complaints from society about the problem of buying train tickets will be reduced and passengers will be more pleased		<ul style="list-style-type: none"> - MoPWT - Laos-China Railway Company - MoICT

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
		tourism industry				
4	Create 3-minute tourism videos in Chinese	Focus on advertising outstanding tourism products such as tourist attractions, food and culture by advertising through social media channels popular with Chinese tourists such as WeChat, Tiktok	2023-2025	Lao tourism advertising can reach more Chinese tourist market groups and Chinese tourists will get to know their tourism information, which can stimulate their desire to travel to the Lao PDR	Government Private Sector	Tourism Promotion Department, MoICT Private Sector
5	Short-term Chinese language tour guide training to create temporary tour guides	<ul style="list-style-type: none"> - Adapt a short-term 20-day training course for tour guides - Encourage those who can speak Chinese to participate in this short-term tour guide training 	2023	<ul style="list-style-type: none"> - A basic training course for short-term tour guides - The number of Chinese-speaking tour guides and service staff who can speak Chinese has increased 	Government International Donor Organizations	Institute of Mass Media, Culture and Tourism Educational institutions
6	Install signage indicating tourist attractions along the national highways and access roads to priority tourist attractions along the Laos-	The locations will be based on the report of a data collection survey along the Laos-China railway	To be completed before June 2023	Travelers who drive their own vehicles receive information on along roads to be able to access priority tourist	ADB	Tourism Development Department, MoICT

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
	China Railway (in Lao, English, Chinese)			attractions		
7	Print brochures, posters, and electronic advertisements on Dos and Don'ts in Chinese language	Print and advertise via social media or electronically	2023	Tourists are aware of information about do's and don'ts	Government	Tourism Development Department, MoICT
8	Participate in tourism exhibitions in China	Join with Lao businesses to participate in exhibitions to promote Lao tourism to attract more Chinese tourists to visit Laos. Lao businesses will meet with Chinese businesses and other countries to sign contracts to receive and send tourists.	2023	Chinese tourists will receive Lao tourism information, tourist attractions and new tourism products and increase tourism numbers to Laos. Lao tourism companies will develop contractual partners to serve tourists in Laos	Government	Tourism Promotion Department, MoICT Private Sector
9	Arranging FAM trip visits to tourist destinations for Chinese businessmen to help advertise and make tourism deals in Lao PDR	Invite Chinese tourism companies to visit Lao tourism products and tours and meet with businesses in the tourism sector to make contract to buy and sell tours.	2023	Tourist places and tourism products are widely advertised and Lao tourism businesses have contracts to buy and sell tours and a	Government	Tourism Promotion Department, MoICT Private Sector

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
				contract to collect and deliver tourists.		
10	Organizing a FAM trip program to visit tourist spots for bloggers and Chinese media to help promote tourism in the Lao PDR	Invite travel writers, bloggers and media of China to visit tourist sites and tourism products of Laos to advertise on various channels through Chinese media and social media.	2023	Through news writing and publishing tourism advertisements through various Chinese media, the country will be able to reach the target market in a large, wide and fast manner, which will help attract more Chinese tourists to visit Laos.	Government	Tourism Promotion Department, MoICT Chinese media
11	Produce promotional tourism publications in Chinese	Produce a Laos tourist map, Vientiane Capital tourist map, Luang Prabang tourist map, Vang Vieng tourist map, Xieng Khouang tourist map, Khammouan tourist map, Savannakhet tourist map, Champasak tourist map, Laos Events and Festivals book, Laos Highlights brochure, Luang Prabang Tourist	2023	Chinese tourists will get to know more tourism information and this can also facilitate and create interesting options for tourists, especially FIT tourists	Government Private Sector	Tourism Promotion Department, MoICT Private Sector

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
		Highlights brochure, Vang Vieng Tourist Highlights brochure, Xieng Khouang Tourist Highlights brochure, Khammouan Tourist Highlights brochure, Champasak Tourist Highlights brochure, Dos and Don'ts in Laos. Souvenirs such as shirts, hats, tote bags, key chains.				
12	Upgrade tourist service skills of central and local tourism information center staff	Organize training on tourism information services for tourists to meet the standards for staff at tourism information centers and offices	2023	Staff at tourism information centers and offices will be able to upgrade their skills in providing information to tourists to meet the needs of the tourism target market, especially information procedures and methods.	Government	Tourism Promotion Department, MoICT DICT
13	Arrange a forum to promote Lao-Chinese tourism	Organize a seminar to exchange lessons between the	2023	Tourism business operators who receive	Government	Tourism Promotion Department, MoICT

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
		public and private sectors on promoting Lao-Chinese tourism		Chinese tourists will have a better understanding of the regulations and policies related to tourism		Private Sector

7. Chinese Visitor Welcoming Plan for 2023-2025 (Medium Term)

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
I	Infrastructure and Entry-Exit Facilities Improvements					
1	Improve connections between the railway stations and the tourist towns and national highways	Improve the roads connecting train stations to cities, and also improve the roads from international checkpoints to various cities	2023-2025	Travel is convenient, fast, tourists visit more places, spend more and tourists are impressed	Government International Donor Support	MoPWT
2	Improve road access to tourist sites	Improve access roads to priority tourist destinations in the provinces along the railway to be able to traveled comfortably throughout the year	2023-2025	Travel becomes more comfortable, safer, tourists are more impressed and spend more	Government International Donor Support	MoICT DICTs
3	Install signage for tourist attractions	Add Chinese to the signage at tourist attractions along the railway, national highways, and tourist attractions (Lao, Chinese, English)	2023-2025	Tourists traveling with their own vehicles can be informed of the locations of tourist attractions	Government International Donor Support	Tourism Development Department, MoICT
4	Give priority in issuing landing permits to new airlines that are interested in	Encourage new airlines to enter the Lao PDR	2023	Increase convenience for tourists traveling to the Lao PDR		MoPWT Lao Airlines

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
	opening connecting flights between Laos and China					
5	Build rest stops along national highways	Determine locations and build rest stops along national highways in suitable and suitable places and as places to sell local products.	2023-2025	<ul style="list-style-type: none"> - Increase convenience for commuters and tourists - Tourists can buy local products 	Government International Donor Support	MoPWT MoIC
6	Allocate parking for motorhomes	<ul style="list-style-type: none"> - Allocate a parking lot with facilities for services such as bathrooms, seating areas, and cooking areas - The government allocates land and calls for investment from the business sector to build various facilities - Create specific management regulations for motorhomes 	2023-2025	<ul style="list-style-type: none"> - Towns are orderly - Increased convenience for travelers, especially motorhomes 		DPWT DICT Urban Development and Administration Offices
II	Improve tourist attractions and tourism products					
1	Improve tourist attractions to meet standards	<ul style="list-style-type: none"> - Appoint provincial and district-level committees to 	2023-2025	<ul style="list-style-type: none"> - Tourist places are in good order and 	Government International	Tourism Development Department, MoICT

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
		<p>monitor and evaluate each tourist site within their own province based on the Lao PDR's tourist site ranking standards</p> <p>- Encourage the improvement of tourist attractions based on criteria of the Lao PDR's tourist attraction rating standards</p>		<p>tourists are pleased</p> <p>- Tourist attractions have been rated with stars and star ratings are attached to tourist attractions</p>	Donor Support	DICTs
2	Monitor and check the capacity of each tourist site to avoid overcrowding	In conjunction with the provinces, monitor the capacity to receive tourists and find ways to solve issues, especially overcrowding and disorderliness at each tourist site	2023-2024	Tourist attractions are roomy, uncrowded, and do not affect the beautiful image of tourist sites, tourists and hosts are pleased	Government Private Sector	Tourism Development Department, MoICT
3	Create a variety of tourism programs to be able to satisfy target market groups both domestically and from neighboring countries	Coordinate with associations in the tourism sector to select products, create itineraries, and set service prices	2023	Tourists have more options of services at fair prices	Private Sector	Private Sector
4	Promote the production of	Promote the creation of	2023-2025	There are unique and	Government	- MoIC

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
	souvenirs	ODOP products in each locality		diverse souvenir products for tourists choose from; People have income from the production and sale of souvenirs	Private Sector	- Private Sector
5	Improve historical information signs of tourist sites (add Chinese language) at various important tourist sites	Select tourist sites that are visited by Chinese tourists and translate information into Chinese, such as history, rules for visiting, etc.	2023	Chinese tourists will get to know more information about the history of tourist sites, which will be more convenient for tourists, especially FIT tourists	Government Private Sector	Tourism Development Department, MoICT Private Sector
6	Businesses create signage in Chinese to facilitate communication for tourists	Add Chinese to food menu, hang signs for WiFi access via QR codes, write necessary Chinese phrases such as bathroom, pay cash, etc.	2023	Facilitate tourists	Private Sector	Private Sector (tourism business entrepreneurs)
7	Select and use an electronic translation system	Train employees in the use of electronic translation systems such as Google Translate,	2023	Travelers have more choice and convenience in communication	Private Sector	Private Sector

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
		Microsoft Translate				
8	Encourage electronic payments such as Alipay, WeChat Pay, and Union Pay	Encourage tourism businesses and tourists to pay through service providers that are legally recognized to prevent fraud	2023	Tourists have more convenience in paying various expenses; Systematic payment of currency		Banks Private Sector
9	Designate hot/cold water refill points for visitors	Encourage businesses to install drinking water refill stations (hot/cold) at tourist sites, hotels, restaurants, and souvenir shops.	2023	It is more convenient for tourists. In addition, it also reduces the use of single-use plastic bottles and reduces the problem of garbage in cities	Private Sector	Private Sector
10	Improve the quality of hotels, restaurants, spa shops	<ul style="list-style-type: none"> - Appoint a committee to encourage and monitor operations in the business sector - Encourage businesses to improve services and facilities to keep them clean 	2023-2025	Tourists receive better services, are pleased, and the facilities are clean and orderly	Government Private Sector	MoICT MoF MoPS Lao Association of Travel Agents Lao Hotel and Restaurant Association DICTs
III	Tourism Management					

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
1	Monitor the business operations of operators who are at risk of operating zero-dollar tour services	<ul style="list-style-type: none"> - Coordinate with the Ministry of Culture and Tourism of China to create a cooperation plan in the event that zero-dollar tour activities are discovered - Create strict management and implementation regulations 	2023-2025	The problem of zero-dollar tours is reduced and the Lao PDR and can better manage tourism and can collect income within the country	Government	Tourism Management Department of the MoICT Department of Tourism Police, MoPS Lao Association of Travel Agents Lao Tour Guide Association Lao Hotel and Restaurant Association
2	Follow up and resolve various social phenomena	Monitor and solve the problems of fraud and disorder in tourist places, entertainment venues and other places	2023-2025	Society is orderly and peaceful; tourists are not cheated	Government	Tourism Management Department of the MoICT MoPS DICTs
3	Disseminate and uniformly implement tourism legislation	<ul style="list-style-type: none"> - Strictly implement existing legislation uniformly throughout the country - Improve the legislation to suit current and future conditions 	2023-2025	Tourism businesses are uniformly managed throughout the country	Government	Tourism Management Department of the MoICT
IV	Tourism Marketing					

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
1	Advertisement of new tourist destinations and tourism products through online social media in Chinese	Write content and advertise photos, short videos, tourist attractions, tourism activities, tourism products, etc. Post advertisements on social media that are most accessible to Chinese tourists.	2024-2025	Chinese tourists will be able to access Lao tourism information through many channels, conveniently and increasingly decide to visit Laos	Government	Tourism Marketing Department of the MoICT
V	Human Resources Development					
1	Training and upgrading service skills for business owners and service workers	Organize training for business operators and employees on welcoming tourists, especially Chinese tourists (hotels, restaurants, spas...)	2023-2025	Business owners and employees gain information and understanding on providing services to Chinese tourists	Government International Donor Support	Institute of Mass Media, Culture and Tourism
2	Chinese language training for tour guide staff and Chinese language training for staff in the tourism sector	Cooperate with educational institutions to encourage people who can speak Chinese to work in the tourism sector	2023-2025	<ul style="list-style-type: none"> - A basic short-term training course for tour guides - The number of Chinese-speaking tour guides and service staff who can speak Chinese has increased 	Government International Donor Support	Institute of Mass Media, Culture and Tourism Educational Institutions

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
3	Develop a campaign to raise awareness and encourage students to be more interested in studying in the field of tourism and hospitality	Create a campaign to raise awareness and encourage students to be more interested in studying in the field of tourism and hospitality.	2023-2025	The number of workers in the tourism industry will increase and be sustainable in the long term		Institute of Mass Media, Culture and Tourism MoES Private Sector
4	Encourage more workers to work in the tourism sector and train them to become quality employees	Short-term: increase wages (salary), improve working hours to make it more attractive to employees Mid-term: Provide opportunities for students to enter internships (secondary work)	2023-2025	Create a workforce and solve future labor shortages	Private Sector	Private Sector
VI	Public Security and Health Security					
1	Increase security in tourist towns to ensure peace and safety	<ul style="list-style-type: none"> - Using a modern system for communication (hotline contact number) with a Chinese language system to assist with problems that may occur for tourists - Allocate places to receive complaints from tourists in tourist areas or suitable 	2023	Make tourists feel safe and impressed with Lao tourism	Government	MoPS

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
		areas that tourists can conveniently access and solve problems in a timely manner				
2	Encourage vaccination against COVID-19 for workers in the tourism industry	Allocate enough vaccines and encourage workers in the tourism industry to get vaccinated and boosted	2023-2025	Workers in the tourism industry will have strong immunity and visitors will feel safe knowing that service workers have been vaccinated.	Government	MoH
3	Monitor for outbreaks of Covid-19	Test for the virus in cases where there is a risk	2023-2025	Tourists will be tested for diseases before returning to their country People are aware of the situation and receive important information about the epidemic	Government	MoH
4	Allocate diagnostic equipment and facilitate access to diagnostic equipment	Designate virus testing points in tourist cities which can perform tests quickly	2023-2025	Visitors will have easy access to diagnostic and treatment facilities	Government	MoH

No.	Activity	Implementation	Duration	Indicators	Funding	Stakeholders
5	Prepare vaccines and medicines for the treatment of COVID-19	Ensure there are enough vaccines and medicines for the treatment of COVID in case of infection	2023-2025	Tourists can be vaccinated and treated for COVID-19	Government	MoH
6	Designate places to care for infected tourists	Determine procedures for dealing with infected people (transportation, treatment, and service charges).	2023-2025	Tourists feel cared for, safe, and impressed	Government	MoH

