



## **TWENTY-EIGHTH MEETING OF THE GMS TOURISM WORKING GROUP**

**08:30-15:30, 29 November 2011**

**Nan Myint Viewing Tower, Aureum Palace Hotel  
Bagan, The Republic of the Union of Myanmar**

### **AGENDA**

#### **Agenda item 1**    Opening Remarks

- 1.1**    Remarks from Ministry of Hotels and Tourism (08:30-08:35)  
       Remarks from Asian Development Bank (08:35-08:40)  
       Remarks from Mekong Tourism Coordinating Office (08:40-08:45)

#### **Agenda item 2**    Adoption of the Agenda (08:45-08:50)

#### **Agenda item 3**    Business arrangements (08:50-08:55)

#### **Agenda item 4**    Report and follow-up of the 27th GMS Tourism Working Group Meeting and Mekong Tourism Forum 2011, 26 - 29 May 2011 in Pakse, Lao PDR (08:55-09:05)

#### **Agenda item 5**    Implementation of the GMS Tourism Sector Strategy

- 5.1**    Sub-regional Joint Marketing Program: progress report by MTCO Executive Director (09:05-09:35)
- Explore Mekong campaign & [www.ExploreMekong.org](http://www.ExploreMekong.org) - report on web traffic, content, status of sourcing GMS promotional gifts, etc.
  - Update on calendar of past/future GMS tourism events and MTCO participation
  - Presentation of MTCO/Mekong media clippings
  - Update on production and distribution plan of GMS Map
  - Demonstration of Mekong Responsible Tourism E-Guide and status of proposal to ASEAN-JAPAN center to translate and publish site in Japanese
  - Update on rotation scheme of future TWG Meetings and Mekong Tourism Forum
  - Open discussion and suggestions from GMS TWG board and development partners (09:35-10.00)

**----COFFEE BREAK (10:00-10:30)----**

## **5.2** Implementation of refocused GMS Tourism Sector Strategy Priority Programs (Tourism-Related Human Resource Development, Pro-poor, Sustainable Tourism Development, Sub-regional Marketing and Product Development)

- Cambodia to present status report on the Mekong Discovery Trail project (10:30-10:40)
- Guilin Institute of Tourism to report on Phnom Penh Plan for Development Management Tourism Development in the GMS Program, held in Guilin, PRC from 18 – 29 September 2011 for 24 GMS officials (10:40-10:50)
- Lao PDR to present status report on the Tea Caravan Trail (10:50-11:00)
- Myanmar to present on National Eco-Tourism Workshop held in Yangon in August 2011(11:00-11:10)
- Thailand to present on preparations for Mekong Tourism Forum 2012 (11:10-11:20)
- Mr. Tran Van Ngoi of STDP Vietnam to present on innovative approach to PPP in tourism human resource development in place to run Hue Tourism School (11:20-11:30)
- Open discussion and suggestions from GMS TWG board and development partners (11:30-12:00)

**----LUNCH (12.00-13:15)-----**

## **Agenda item 6** GMS Country Project Updates (13:15-14:45)

### **6.1** Projects updates by the six GMS countries

- Tourism arrivals in 2010 & 2011 (Q1&Q2)
- Updates on border check points
- Updates on GMS TSS Priority Projects
  
- Update by Cambodia (13.15-13:30)
- Update by China PRC (13:30-13:45)
- Update by Lao PDR (13:45-14:00)
- Update by Myanmar (14:00-14:15)
- Update by Thailand (14:15-14:30)
- Update by Vietnam (14:30-14:45)

### **6.2** Statements by Development Partners (14:45-15.00)

### **6.3** Open Discussion (15:00-15:30)

## **Agenda item 7** Date and venue of the next meeting (15:30)

**----COFFEE SERVED (15:30-15:45)-----**