

Lao People's Democratic Republic
Lao National Tourism Administration

Japan International Cooperation Agency

Project of Prototype of Attractive Tourism Center in
the East West Economic Corridor for Community Empowerment and Poverty Alleviation

Final Report
January 2011

International Development Center of Japan

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Abbreviations

ADB	Asian Development Bank
ASEAN	Association of Southeast Asian Nations
CIDA	Canadian International Development Agency
EIA	Environmental Impact Assessment
EU	European Union
FIT	Free Individual Tourists
FY	Fiscal Year
GMS	Greater Mekong Sub-Region
GOJ	Government of Japan
GOL	Government of the Lao PDR
GTZ	Deutsche Gesellschaft für Technische Zusammenarbeit (German Technical Cooperation)
IDCJ	International Development Center of Japan
IEE	Initial Environmental Examination
JCC	Joint Coordinating Committee
IFC	International Finance Corporation
JICA	Japan International Cooperation Agency
LNTA	Lao National Tourism Administration
NGO	Non-Governmental Organization
ODA	Official Development Assistance
ODOP	One District One Product
PCM	Project Cycle Management
PDM	Project Design Matrix
PO	Plan of Operations
PTD	Savannakhet Provincial Tourism Department
QIC	Quarantine, Immigration and Custom
R/D	Record of Discussions
SNV	Stichting Nederlandse Vrijwilligers (Netherland Development Organization)
SWOT	Strengths, Weaknesses, Opportunities and Threats
TOR	Terms of Reference
UNESCO	United Nations Educational, Scientific and Cultural Organization
UXO	Unexploded Ordnance
VFR	Visit Friends and Relatives
WTO	World Tourism Organization

1. Introduction

1.1 Background

In the Lao PDR, tourism is expected to make economic contributions in terms of foreign exchange earnings, generation of income and employment, and rural development. In particular, UNESCO world heritage sites of Luang Prabang and Wat Phou, and endangered fauna and flora in its rich natural landscape suggest high potential for development of its tourism.

Laos started to encourage tourism development after its transformation to an open economy in 1986. In the same year, the National Assembly of Lao People's Revolution Party declared that tourism is an important element in the process of opening the country, and also is a potential resource of revenue. The number of visitors, which was less than 15,000 in 1990, jumped up 730,000 in 2000 and reached to 1,200,000 in 2006. Tourism has now gained a position as a major source of foreign exchange, together with exports of electricity and mineral resources.

In 2004, Lao Government upgraded its National Tourism Agency to Lao National Tourism Administration (LNTA) in order to deal with the rapidly expanding tourism, and has attempted to strengthen related organizations by securing budget, among other measures. Lack of information on tourism, however, has been hindering tourism promotion, along with insufficient infrastructure. In addition, further capacity development of institutions and human resources has become essential to meet the increased demand for tourist services.

In Savannakhet province located in the middle of the country, where the Second Friendship Bridge was completed in December 2006, practical tourism development is expected to bring economic benefits from Thailand to Laos. Under these circumstances, GOL requested from GOJ assistance for the "Project of Prototype of Attractive Tourism Center in the East West Economic Corridor for Community Empowerment and Poverty Alleviation", which aims at developing human resources of LNTA and Savannakhet province, as well as enhancing capacity for strategy formulation, and marketing and promotion. The Project is also expected to consolidate Savannakhet as the gateway for southern areas by the East West Economic Corridor.

In this context, GOJ and GOL agreed upon the outline of the Project and signed R/D on November 16, 2007.

Based on the R/D signed, JICA dispatched a Project Team composed of two experts of International Development Center of Japan (IDCJ) to Lao PDR from the beginning of February 2008. Since the Japanese fiscal year 2008¹, another Japanese expert was added to support establishing LNTA website.

This report was prepared by the JICA Project Team, aiming at sharing the common understanding among the concerned parties, by summarizing the activities of the Project between February 2008 and December 2010.

¹ The Japanese fiscal year starts in April and ends March next year. Meanwhile, the Lao fiscal year starts in October and ends September next year. The Project was implemented according to the Japanese fiscal year.

1.2 Project Objectives

The Project Objectives agreed upon in the R/D are as indicated below:

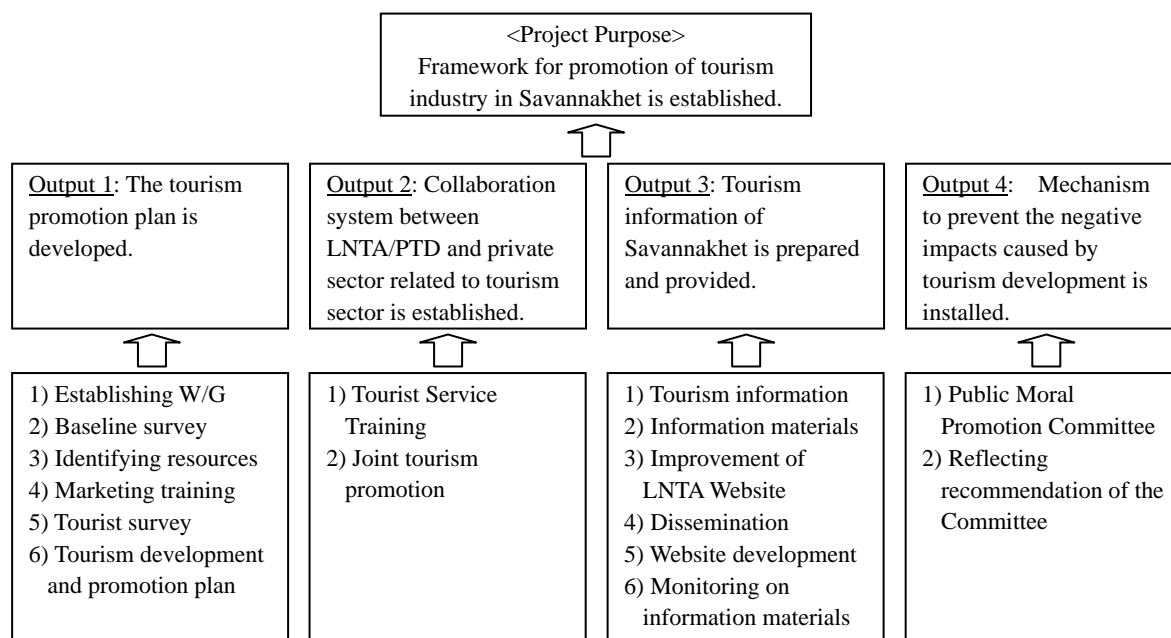
<p>■ Overall Goal</p> <p>The tourism industry in Savannakhet is promoted.</p> <p>■ Project Purpose</p> <p>Framework for promotion of tourism industry in Savannakhet is established.</p>
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These Project Objectives are to be achieved through the realization of the following 4 outputs.

<ol style="list-style-type: none"> 1. The tourism promotion plan is developed. 2. Collaboration system between LNTA/PTD and private sector related to tourism sector is established. 3. Tourism information of Savannakhet is prepared and provided. 4. Mechanism to prevent the negative impacts caused by tourism development is installed.

The Project is formulated based on a logical framework: firstly, implementation of a series of activities results in 4 outputs, and then realization of these 4 outputs achieves the Project Purpose. Figure 1.2.1 illustrates relations among these elements.

Figure 1.2.1 Overall Framework of the Project



Note: Activity “3) Improvement of LNTA Website” under “Output 3” was added in May 2008.

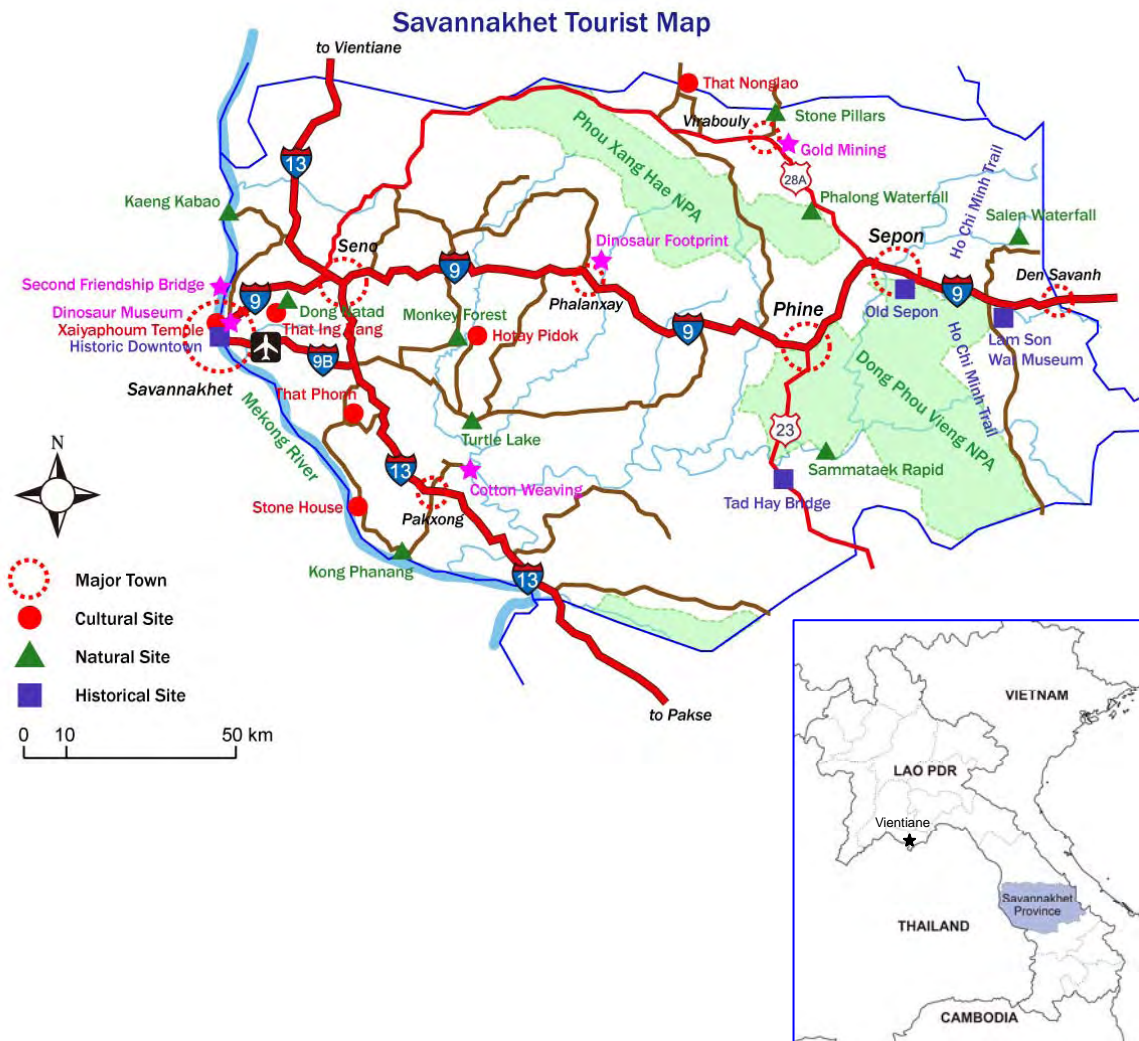
Source: JICA Project Team drew up based on the R/D

Project Design Matrix (PDM) and Plan of Operation (PO) which summarize the framework of the Project are shown in the Appendix-1 (Ver. 1.0.0) and Appendix-2 (Ver. 2.0.0).

1.3 Project Area

The Project was conducted mainly in Savannakhet province. However, discussion with LNTA about tourism policy, methodology for tourist service training, etc. was conducted in Vientiane. In addition, LNTA website improvement was targeted for more than half of provincial tourism departments in the whole country and the training for this purpose was organized not only in Savannakhet but also in Vientiane and Luang Prabang.

Figure 1.3.1 Project Area



Source: JICA Project Team

2. Implementation of the Project

2.1 Result of Activities (First Fiscal Year)

■ [Task 1] Preliminary Examination of Methodology

■ [Task 2] Preparation of Inception Report

Based on the Objectives of the Project, the JICA Project Team conducted preparatory work in Japan including strategies, method, schedule, organization, etc. and then prepared the Inception Report.

■ [Task 3] Presentation and Discussion of Inception Report

Inception Report was presented to Lao side on February 14, 2008 and was agreed upon by the both sides.

■ [Task 4] Establishment of Project Organization

An implementation organization was established after confirmation of roles of each actor including LNTA and PTD. The JICA Project Team also prepared for logistic start-up of the Project including appointment of Lao staff, and procurement of necessary equipment and materials.

■ [Task 5] Activities for Identification of Tourism Resources in Savannakhet

■ [Task 5-1] Establishment of a Working Group in charge of Tourism Development

A Steering Committee and a Working Group in charge of tourism development in Savannakhet Province were established.

Table 2.1.1 Members of Steering Committee and Working Group

Steering Committee (8)
Vice Governor Director of Provincial Tourism Department Governor's Office Planning and Investment Department Industry and Commerce Department Agriculture and Forestry Department Information and Culture Department Security Office
Working Group (29)
Each Division of Provincial Tourism Department (4) Youth Union Women's Union Technology and Environment Department Each District Tourism Coordinator (15) Eco-Guide Unit Representative of Hotel Group Representative of Restaurant Group Representative of Guest House Group Representative of Travel Agency Group Representative of Handicraft SNV

Source: PTD Savannakhet

Upon establishment of the Steering Committee and the Working Group, a seminar was held as described below.

Title:	Seminar on Establishment of Working Group
Place:	Savannakhet (Provincial Governor’s Office)
Period:	Wednesday, February 27, 2008
Duration:	1 day
Purpose:	to discuss objectives, expected outputs and activities of Working Group; to share common understanding among members
Participants:	Steering Committee and Working Group members

In addition, the following form was distributed to the Working Group members in order to identify tourism resources in Savannakhet and discuss at the next meeting.

Table 2.1.2 Tourism Resource Identification Form

1.	Resource Title: ()
2.	Type: Art and Crafts, Agricultural Product, Other Local Products, Folklore, Life Style, Traditional Entertainment, Music, Culture, History, Religion, Nature/Eco, Adventure, Others
3.	Location: District (), Village ()
4.	Aptitude for Tourism Development /Community’s Consensus: <input type="checkbox"/> Yes, <input type="checkbox"/> No (In case “No”, no need to proceed)
5.	Environment: Urban Area, Rural Area, Mountain, River/Valley, Others
6.	Distance and Time from Route 9 or Route 13: () km, () minutes by car /on foot
7.	Nationalities of Visitors: (), (), (), ()
8.	Number of Visitors: ()/Year
9.	Annual Sales or Visitors’ Expenditure: () Kip/Year
10.	Responsible Person: (), Contact ()
11.	Possibility of UXO: <input type="checkbox"/> Safe, <input type="checkbox"/> Danger, <input type="checkbox"/> Unknown
12.	Other remarks: ()

■ [Task 5-2] Baseline Survey for Identification of Potential Tourism Resources

A baseline survey focusing on Savannakhet Province was conducted based on the review of exiting list of tourist sites, interviews to development partners including SNV, and site visits.

■ [Task 5-3] Identification of Tourism Resources in Savannakhet based on the Baseline Survey

Based on the tourism resource forms provided by the Working Group members, a workshop was held to prepare an inventory of tourism resources in accordance with target tourist segments.

Title:	2nd Working Group Meeting (Workshop for identification of Tourism Resources)
Place:	Savannakhet (Savan Saikong Resort Meeting Room)
Period:	Wednesday-Thursday, March 12-13, 2008
Duration:	2 days
Purpose:	to identify tourism resources which are prioritized in accordance with target tourist segments, based on the registration form distributed at the last seminar
Participants:	Working Group members

■ [Task 6] Preparation and Submission of Annual Report-1

Annual Report-1 was prepared by summarizing the results of the first fiscal year.

2.2 Result of Activities (Second Fiscal Year)

■ [Task 7] Preparation for Improvement of Tourist Services in Savannakhet

Preparation was made for [Task 8] Marketing Training for LNTA and PTD Staff, [Task 9] Tourist Service Training by LNTA and PTD Staff, and [Task 10] Establishment of Public Moral Promotion Committee.

■ [Task 8] Marketing Training for LNTA and PTD Staff

Although Savannakhet Province is rich in potential tourism resources, many of these are not frequently visited by tourists partly due to lack of appropriate marketing effort. Close collaboration is needed between the public and the private sectors. It is important to share the common understanding among LNTA/PTD staff and district coordinators about 1) meaning of tourism marketing, 2) identification of tourist segments and 3) approaches for potential tourists.

A training session for candidate trainers (TOT) was conducted on Thu-Fri, June 19-20, 2008 in Vientiane. LNTA Marketing Director and 5 candidate trainers of PTD Savannakhet sat together to practice model lectures based on the marketing training module prepared by the Project.

Title:	Training of Trainers (TOT) for Tourism Marketing Training
Place:	Vientiane (Tai Pan Hotel Meeting Room)
Date:	Thu-Fri, June 19-20, 2008
Purpose:	to enhance tourism marketing knowledge of candidate trainers of PTD Savannakhet as trainers
Trainers:	LNTA Promotion Director, JICA Project Team
Participants:	Selected PTD staff (candidates for trainers)
Themes:	1. What is the marketing in the tourism? 2. Who are the customers? 3. How to approach the potential customers?
Materials:	“Marketing Training Modules” prepared under [Task 7]

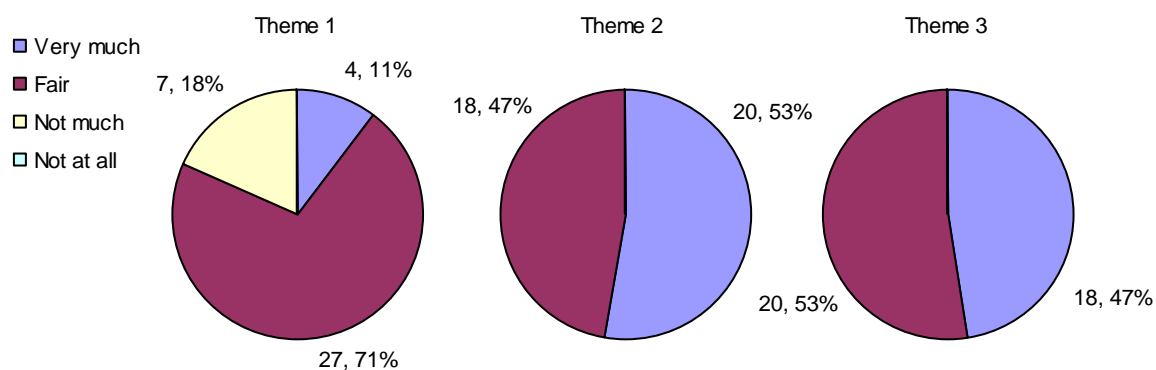
Then, a marketing training session targeted for Working Group members was organized in Savannakhet on Thu-Fri, July 10-11, 2008. 5 PTD staff who participated in TOT played a role of trainers.

Title:	Tourism Marketing Training
Place:	Savannakhet (Provincial Forestry Department Meeting Room)
Date:	Thu-Fri, July 10-11, 2008
Purpose:	to share the common understanding among Working Group members about the meaning of tourism marketing, identification of tourist segments and approaches for potential tourists.
Trainers:	5 PTD staff trained by the above TOT
Participants:	Working Group members (38 persons)
Themes:	1. What is the marketing in the tourism? 2. Who are the customers? 3. How to approach the potential customers?
Materials:	“Marketing Training Modules” prepared under [Task 7]

Evaluation sheets composed of 10 questions each were given to participants at the beginning and at the end of training. The highest score remained the same (9/10 and 9/10 respectively). However, the lowest score was improved from 2/10 to 4/10. In addition, the percentage of right answers was slightly improved from 60.6% to 67.5%.

Evaluation of the training made by participants is shown below according to the 3 themes. The figures indicate that comprehension of the first theme “What is the marketing in the tourism?” was comparatively low. The reason might be that some participants who had no experience to make overseas trip voluntarily faced difficulties to imagine how a tourism product which is invisible or intangible is sold to real tourists.

Figure 2.2.1 Comprehension of Marketing Training by Participants (Self-Evaluation)



Note: Numbers indicate “persons” and “percentage” respectively.

Source: JICA Project Team

■ [Task 9] Tourist Service Training by LNTA and PTD Staff

The following 4 tourist service training programs were conducted.

Title:	Tour Guide Training
Place:	Savannakhet (Savan Saikon Resort Meeting Room)
Period:	Mon, September 22 to Sat, October 11, 2008 (20 days)
Purpose:	To update licensed tour guides and to train the new tour guides
Lecturers:	Lecturers from other provincial departments/institutions, LNTA, PTD, JICA Project Team
Participants:	Licensed tour guides (around 10), new tour guides (37 including 4 community guides)
Contents:	Refer to Table 2.2.1 Tour Guide Training Program

Title:	Food & Beverage Service Training (1)
Place:	Savannakhet (Restaurant Lao Lao Der Meeting Room)
Period:	Mon, November 10 to Sat, November 15, 2008 (6 days)
Purpose:	To upgrade the Food & Beverage Service
Lecturers:	Lecturers from Rajabhat University, Thailand, PTD
Participants:	Hotels and restaurants in Savannakhet (26 persons), District coordinators (for improving the service in their districts) (10 persons)
Note:	Financial support by Thai Consulate

Title:	Food & Beverage Service Training (2)
Place:	Virabouly District (District Office Meeting Room)
Period:	Fri, December 26 to Mon, December 29, 2008 (4 days)
Purpose:	To upgrade the Food & Beverage Service
Lecturers:	PTD
Participants:	Restaurants and guest houses in Virabouly District
Note:	Financial support by OZ Mineral Company which operates mining activities in Virabouly District

Title:	Housekeeping Training
Place:	Savannakhet (Restaurant Lao Lao Der Meeting Room)
Period:	Thu, February 5 to Wed, February 11, 2009 (7 days)
Purpose:	To upgrade the housekeeping service
Lecturers:	LNTA, PTD, JICA Project Team
Participants:	Hotels and guest houses in Savannakhet Province (35 persons)
Contents:	Refer to Table 2.2.2 Housekeeping Training Program

JICA Project Team aimed at improving PTD's capability in management (preparation, recording, monitoring and evaluation) so that the training could be continuously and efficiently conducted.

Table 2.2.1 Tour Guide Training Program

	Morning	Lecturer	Afternoon	Lecturer
9/22	Opening	PTD	Tourism Development/Promotion	PTD+JICA
9/23	Public Relation	PTD	Hospitality	PTD
9/24	Geography (1)	TTC	Geography (2)	TTC
9/25	History (1)	TTC	History (2)	TTC
9/26	History (3)	TTC	Security Policy	Police Dep.
9/27	History of Tourist Site (1)	PICD	History of Tourist Site (2)	PICD
9/28	Lao Tradition (1)	PICD	Lao Tradition (2)	PICD
9/29	Tourism Policy	PTD	Lao Design	Art School
9/30	Lao Music	PICD	Eco-Tourism	SNV
10/1	International Cooperation (1)	PFAD	International Cooperation (2)	PFAD
10/2	First Aid (1)	Pro. Hospital	First Aid (2)	Pro. Hospital
10/3	Lao Food	Tech. College	Tourism Law	PTD
10/4	Crops and Livestock	PAD	Ancient Animals	PSTED
10/5	Tourism Marketing (1)	PTD	Tourism Marketing (2)	PTD
10/6	Guiding Techniques (1)	LNTA	Guiding Techniques (2)	LNTA
10/7	Guiding Techniques (3)	LNTA	Guiding Techniques (4)	LNTA
10/8	Guiding Techniques (5)	LNTA	Guiding Techniques (6) (Exam)	LNTA
10/9	Practice	LNTA	Practice	LNTA
10/10	Practice	LNTA	Practice	LNTA
10/11	Summary of the Training	LNTA	Certificate	PTD

Note: TTC: Teachers Training College, PICD: Information and Culture Department, PFAD: Foreign Affairs Department, PAD: Agriculture Department, PSTED: Science, Technology and Environment Department

Source: PTD Savannakhet

Table 2.2.2 Housekeeping Training Program

	Morning		Afternoon	
2/5	Opening	Tourism Policy	Public Relation	
2/6	Human Relation and Hospitality		Accommodation Services	
2/7	Responsibility of Housekeeping		Demarcation with Other Sections	
2/8	Room Cleaning	Cleaning Bed Room	Cleaning Floor and Bath Room	
2/9	Laundry	Report & Exam	Practice of Bed Room Cleaning	
2/10	Table Cloth	Fruit Carving	Basi with Banana Leaves	Flower Arrangement
2/11	Flower Arrangement	Flower Arrangement	Summary	Closing

Source: PTD Savannakhet

■ [Task 10] Establishment of Public Moral Promotion Committee

The "Public Moral Promotion Committee" in charge of minimizing negative impacts caused by the increased number of tourists was established. The Committee was composed of the following members.

1. Provincial Tourism Department (PTD) including Eco-Guide Unit (EGU)
2. Provincial Youth Union
3. Provincial Women’s Union
4. Provincial Science, Technology and Environment Department
5. Provincial Planning and Investment Department
6. Provincial Forestry Department
7. Tourism Police
8. Provincial Information and Culture Department
9. Provincial Industry and Commercial Department
10. Kayson Phomvihan District Tourism Coordinator
11. Provincial Justice Department
12. Provincial Criminal Division
13. Provincial Health Department
14. Provincial Public Works and Transport
15. Ban That Village Leader
16. Hotel Group
17. Guesthouse Group
18. Restaurant Group
19. Tour Operator Group

A Kick-off seminar in conjunction with the first meeting was organized in order to share common understanding of its objectives, function/roles and mode of activities among all the members.

Title:	Seminar on Establishment of Public Moral Promotion Committee
Place:	Savannakhet (Savan Banhao Hotel Meeting Room)
Date:	Thu, August 14, 2008
Purpose:	to discuss objectives of the Committee, expected outputs, activities, etc.; to share common understanding among Committee members
Trainers:	PTD, JICA Project Team
Program:	<ol style="list-style-type: none"> 1. Opening (Director of PTD) 2. Objectives and expected outputs of the Committee (Deputy Director of PTD) 3. Examples of measures in Laos/LNTA (Deputy Director of PTD) 4. Case Study: Measures in Japan (JICA Project Team) 5. Group Discussion: Problems caused by the tourism in Savannakhet Province 6. Summary of the Seminar (Deputy Director of PTD), Closing (Director of PTD)

At the seminar, the following problems were identified as negative impacts of the tourism. In fact, problems not related to the tourism development or those far from negative impacts are also listed. They are separated from other problems in the list.

Table 2.2.3 Negative Impacts of the Tourism Identified by the Moral Promotion Committee

	Problems	Reasons
Influence on Socio-Culture	Sex tourism	Some tourists visit Laos for sex purpose. Some Lao people accept it for money. Some foreigners visit Laos for looking for Lao girls for slave trade.
	Hidden video camera in hotel/guesthouse room (for selling purpose)	Some tourists set hidden camera in the room he/she stayed for selling recorded video.
	Increased crimes targeting tourists	Spread use of drug among young Lao may cause increased crimes targeting tourists.
	Increased number of beggars	To get money easily, more beggars are coming to Savannakhet Town.
	Influence on young generation's dress	Young Lao like to imitate tourists' short skirt or short pants.
	Tourists try to propagate foreign religions	In Laos propagation is prohibited. However, the tourists visiting rural areas to spread foreign religions are increasing.
	Rental bike of tourists	A few rental bike users buy drug and hide in the bike.
	Tourists stay at temples	Some backpackers stay at temples. (This alone can not be considered as a negative impact. However, there may be some ill-mannered backpackers.)
Influence on Natural and Living Environment	Damage to natural environment	Exceeded number of tourists more than the carrying capacity destroys nature. Industrial development including tourism encourages expansion of urban area which results destruction of nature.
	Garbage litter in tourist sites	Tourists litter garbage in the absence of bins. Some backpackers are ill-mannered. In rural area, no one is responsible for garbage disposal. Awareness of population is lacking.
	Excretion at tourist sites	Due to lack of public toilets, tourists tend to piss anywhere.
	Deforestation	For selling and processing purpose. (This does not relate only to tourism. However, there may be enhanced relation between wood processing and tourism through local product development.)
	Hunting	For eating and selling at the market. (Similar to the above case.)
	Illegal collection of forest products such as plants and flowers	Some tourists take out plants and flowers from the forest.
	Slashing and burning the forest	There are both cases with intention and without intention.
Influence on Economy	Inflation and increased prices	Lao people like to be paid by foreign currency. (The reason is doubtful but it may be true that tourism encourage them.)
	Counterfeit money	Some tourists bring and use counterfeit money. (Although relevance with tourism is not strong, circulation of many foreign currencies encourage its tendency.)
	Cheating transportation fares	<i>Tuk-tuk</i> and <i>Song tew</i> charge illegally high fares. This sometimes affects local residents.

	Cheating tourist service charges	Some companies charge illegally high prices to tourists who don't know the market price.
Excluded Problems	Vietnamese vendors	Some Vietnamese vendors commit theft. (This may not be related to the tourism.)
	Some tourists refuse to submit necessary documents at the immigration control.	They don't have valid passport or visa. (This does not cause negative impact to Laos.)
	Most Thai tourists' destination is Vietnam and they just pass through Savannakhet.	(This is economically inefficient. However, this alone can not be negative impact.)
	Foreign investors	Many foreigners look for lands around Savannakhet. This makes decreased land for agriculture. (This is not only due to the tourism.)

Source: Moral Promotion Committee

■ [Task 11] Formulation of Draft Tourism Development and Promotion Plan

PTD formulated "Tourism Development Plan (2008-2010)" in May 2008. It was presented at the "Tourism Development Strategy Conference" cosponsored by Provincial Governor's Office and LNTA and held at Provincial Governor's Office Conference Room on May 22-23, 2008. The plan was composed of 1) Review of the previous plan (2005-2007), 2) Strategy of the current plan (2008-2010) and 3) Action Plan (2008-2010). Among others, development of tourism circuits, improvement of tourist services and branding of Savannakhet are regarded as priority strategies. In terms of areas, the plan gives priority for Savannakhet Town (Kayson Phomvihan) and its suburb, areas along Route No. 9 and along No. 13.

JICA Project Team and PTD formulated a "Draft Tourism Promotion Plan" based on the SWOT analysis indicated below. The SWOT analysis was made based on the results of [Task 5-2] Baseline Survey and [Task 5-3] Identification of Tourism Resources in Savannakhet, as well as by taking into account the above "Tourism Development Plan (2008-2010)".

Table 2.2.4 Formulation of Promotion Strategies based on the SWOT Analysis

Strengths	Weaknesses	Promotion Strategies
<ol style="list-style-type: none"> 1. Plenty of tourist services 2. Main roads in good condition 3. Plenty of potential tourist sites not far from the main roads 4. SEZ increase business travelers 5. Rich human resources 6. Safety and willingness of people 	<ol style="list-style-type: none"> 1. Lack of on-site tourist facilitation (facilities, signs, interpretation, guides, etc.) 2. Lack of attractiveness and beauty 3. Unknown destination in the target market 4. No appropriate transportation available for most tourist sites 5. No information about tourist sites especially in English 6. Some access roads are difficult in the rainy season 7. Low service standards of tourist services 8. Unclear CIQ procedure 9. No place to buy local products 	<ol style="list-style-type: none"> 1. To provide appropriate promotion materials < [W-3, W-4, W-5] 2. To improve tourist facilitation (facilities, signs, interpretation, guides, etc.) < [W-1, W-2, W-4, W-5] 3. To increase media exposure in the target market < [W-2, W-3] 4. To convince tour operators in the target market of Savannakhet as tourist destination < [W-3, W-5]

Note: Opportunities and Threats which are not shown in the above table were also identified.

Source: JICA Project Team

The formulated Draft Tourism Promotion Plan included the following actions.

Table 2.2.5 Draft Tourism Promotion Plan

	Promotion Materials	Site Development	Promotion Activities	Note
Day Circuits from Savannakhet Town				
Savannakhet Town	<ul style="list-style-type: none"> - Town Walking Map - Brief explanation of places of interest on the verso 	<ul style="list-style-type: none"> - <i>Not identified yet</i> 	<ul style="list-style-type: none"> - Half-day tour organized by PTD and voluntary guides - <i>Exposure in foreign magazines</i> 	<ul style="list-style-type: none"> - Every Sat-Sun during high season (Nov-Jan) - Language: L, E, T
Savannakhet Suburb	<ul style="list-style-type: none"> - Bungva, Thad Ing Hang, Dong Nataad Map - Brief explanation of places of interest on the verso 	<ul style="list-style-type: none"> - Signs for bike/trek tourists 	<ul style="list-style-type: none"> - <i>Collaboration with SNV-LENS</i> 	<ul style="list-style-type: none"> - Language: L, E, T
Champhone Circuit	<ul style="list-style-type: none"> - Circuit Area Map - Brief explanation of places of interest on the verso 	<ul style="list-style-type: none"> - Signs, interpretation boards for visitors 	<ul style="list-style-type: none"> - FAM Trip organized jointly by PTD, private companies and local community - <i>Exposure in foreign magazines</i> 	<ul style="list-style-type: none"> - FAM Trip organized between Nov-Jan - Language: L, E, T
Mekong Riverside Circuit				<ul style="list-style-type: none"> - <i>For the next phase</i>
Tour Circuits along Route No. 9				
Ho Chi Minh Trail Area Circuit	<ul style="list-style-type: none"> - Site Map featuring Ho Chi Minh Trail combined with natural and cultural resources - Brief explanation of places of interest on the verso 	<ul style="list-style-type: none"> - <i>Not identified yet</i> 	<ul style="list-style-type: none"> - FAM Trip organized jointly by PTD, private companies, local community by inviting foreign tour operators 	<ul style="list-style-type: none"> - FAM Trip organized between Nov-Jan - <i>Road Station at Phin is under conception by ADB</i> - Language: L, E, T
Dinosaur Circuit				<ul style="list-style-type: none"> - <i>For the next phase</i>
Thematic Products				
Foods (Lao, Thai, Vietnam)	<ul style="list-style-type: none"> - Brochure on foods available in Savannakhet 	<ul style="list-style-type: none"> - N.A. 	<ul style="list-style-type: none"> - Lao Food Festival cosponsored with restaurants in SVK - <i>Exposure in foreign magazines</i> 	<ul style="list-style-type: none"> - Each restaurant that participates in the festival will provide at least one campaign dish. - Language: L, E, T
Handicraft and Souvenir	<ul style="list-style-type: none"> - Brochure on handicrafts and souvenirs available in Savannakhet 	<ul style="list-style-type: none"> - N.A. 	<ul style="list-style-type: none"> - Collaboration with JICA ODOP Project and SNV - <i>Exposure in foreign magazines</i> 	<ul style="list-style-type: none"> - JICA ODOP Project will start soon - Language: L, E, T
Culture				<ul style="list-style-type: none"> - <i>For the next phase</i>
Nature				<ul style="list-style-type: none"> - <i>For the next phase</i>

Source: JICA Project Team

[Task 17] Creation of Tourist Information Materials (Trial)

In August 2008, 4 types of existing brochures were updated in order to understand demarcation of roles and capabilities among PTD staff.

Figure 2.2.2 English Version Tourism Brochures

Source: JICA Project Team

■ [Task 12] Preparation and Submission of Bi-Annual Report 1

Bi-Annual Report-1 was prepared by summarizing the results of the first half of the second fiscal year.

■ [Task **] Organization of First Joint Coordinating Committee (JCC)

The first Joint Coordinating Committee (JCC) meeting was held in Vientiane on Wed, September 3, 2008.

Title:	First Joint Coordinating Committee (JCC)
Place:	Vientiane (LNTA Meeting Room)
Period:	Wed, September 3, 2008
Purpose:	1. To share the progress of the Project among concerned parties 2. To examine appropriateness of the PDM
Participants:	Mr. Saly Phimphith , Director General of Marketing and Promotion, LNTA (Chairperson) [Lao Side] Mr. Douangpaseuth Pathatsalang , DDG, Tourism Marketing and Promotion Department Mr. Kettasone Sundara, Director, Tourism Marketing Division Ms. Sengsoda Vanthanouvong, Director, Tourism Promotion Division Ms. Bounmy Khanthivong, Director of PTD Savannakhet Mr. Bountheung Xayavong, Deputy Director of PTD Savannakhet Ms. Phonesouk Phetkongchak, Marketing and Promotion Division, PTD Savannakhet Mr. Kouthong Sommala, Department of International Cooperation (DIC, MPI) [Japanese Side] Mr. Koichi Takei, Deputy Resident Representative, JICA Laos Office Mr. Ryosuke Isobe, Assistant Resident Representative, JICA Laos Office Mr. Mittavisouk Rattana, Assistant Program Officer, JICA Laos Office Mr. Tetsuo Isono, Chief Advisor, JICA Project Team Ms. Darling Sithiveth, Research Assistant, JICA Project Team

Major topics discussed at the committee were as follows:

- It is necessary to take measures to make tourists in Savannakhet stay longer and spend more.
- LNTA staff is currently developing contents of LNTA website.
- JICA Project Team explained Project Design Matrix (PDM) and proposed modified indicators.

■ [Task 13] Preparation for Collaboration between LNTA/PTD and Private Sector

A Working Group meeting was held in order to prepare joint promotion activities in cooperation between the public and the private sectors.

Title:	Workshop for Promotion Activity Planning
Place:	Savannakhet (Phonepaseud Hotel Meeting Room)
Period:	Fri, September 12, 2008
Purpose:	To plan the joint promotion activities between the public and private sectors based on the formulated Draft Tourism Development and Promotion Plan
Lecturers:	PTD, JICA Project Team
Participants:	Working Group members and other representatives from both the public and the private sectors
Contents:	1. Presentation of Provincial Tourism Development Plan (2008-2010) (Deputy Director, PTD) 2. SWOT Analysis for Savannakhet Tourism (JICA Project Team) 3. Draft Tourism Development and Promotion Plan (JICA Project Team) 4. Discussion about Joint Promotion Activities 5. Selection of Taskforce Members for Each Tour Circuit and Thematic Product 6. Summary of the Workshop (Deputy Director, PTD)

At the workshop, JICA Project Team explained, by showing examples, concrete promotion tools which can attract the tourists to visit tourist sites such as brochures, posters, direction signs, on-site interpretation boards, etc. Then, Taskforce Teams were formed to prepare the promotion tools and activity programs.

The following 7 tourism products, including 5 tour circuits and 2 thematic products, were selected:

1. Savannakhet Downtown (a walking tour in the historic downtown area of Savannakhet)
2. Savannakhet Outskirts (a tour circuit within 20 km from Savannakhet Town, and possible to experience easily by bicycle, motor bike or *Tuk-Tuk*)
3. Champhone Circuit (a one-day tour circuit within 50-60 km from Savannakhet in the southeast, and possible to see easily, by *Tuk-Tuk* or car, Lao culture, wild monkey reserve, etc.)
4. Mekong South Circuit (a one-day tour circuit within 50-60 km from Savannakhet in the south, and possible to see easily, by *Tuk-Tuk* or car, cultural heritage, handicraft practice, scenic landscape, etc.)
5. Ho Chi Minh Trail (eastern area of Savannakhet province running the famous Ho Chi Minh Trail north and south, and possible to learn history and enjoy beautiful nature)
6. Savanh Food (local foods available in Savannakhet)
7. Handicrafts & Souvenirs (special products of Savannakhet)

Join promotion activities would, therefore, include production of promotion tools and practical brochures to let the tourists experience, and organization of FAM Trips (familiarization trips: equivalent to trade fair for ordinary products) by inviting important catalysts (media, tour companies in neighboring countries, etc.) for promoting the target tourist segments defined below.

Table 2.2.6 Target Tourist Segments for the 7 Tourism Products

Tourism Products	Target Tourist Segments
1. Savannakhet Downtown	International: FIT traveling GMS, Business travelers visiting Savannakhet Regional: Thai weekenders visiting Savannakhet Domestic: Lao visitors to Savannakhet, Expatriates in Laos visiting Savannakhet
2. Savannakhet Outskirts	International: FIT traveling GMS, Business travelers visiting Savannakhet Regional: Thai weekenders visiting Savannakhet Domestic: Lao visitors to Savannakhet, Expatriates in Laos visiting Savannakhet
3. Champhone Circuit	International: FIT traveling GMS, Business travelers visiting Savannakhet Regional: Thai group/organized tourists, Thai weekenders visiting Savannakhet Domestic: Lao visitors to Savannakhet, Expatriates in Laos visiting Savannakhet
4. Mekong South Circuit	International: FIT traveling GMS, Business travelers visiting Savannakhet Regional: Thai group/organized tourists, Thai weekenders visiting Savannakhet Domestic: Lao visitors to Savannakhet, Expatriates in Laos visiting Savannakhet
5. Ho Chi Minh Trail	International: FIT traveling GMS, DMZ tourists to Vietnam Regional: Thai tourists visiting Vietnam from Thailand Domestic: Lao tourists interested in modern history, Expatriates in Laos
6. Savanh Food	All types of international, regional and domestic tourists
7. Handicrafts & Souvenirs	All types of international, regional and domestic tourists

Note: DMZ Tour: Demilitarized Zone (between the North and South Vietnam) Tour to visit historical sites and monuments of Vietnam War

Source: JICA Project Team

■ [Task 14] Compilation of Information on Tourism Resources in Savannakhet and Southern Provinces

Based on results of [Task 5-2] baseline survey, information on tourism resources in Savannakhet and Southern provinces was compiled. It would be used in the activities under [Task 17] Creation of Tourist Information Materials and [Task 21] Development of Website for Tourism in Savannakhet.

■ [Task 17] Creation of Tourist Information Materials

Based on the result of [Task 13], the Taskforce Teams held meetings for each product to define the details, then produced brochures (5 tour circuits and 2 thematic products), posters (8 types), tourist site direction signs, on-site interpretation boards and Tourist Information Master File.

In particular, brochures were intended not to simply present tourist sites, but to serve as a practical tool for tourists to make their visit. In this view, the brochures were designed based on a map which clearly indicates model routes. Then, the brochures are provided in 3 languages: English, Thai and Lao, which correspond to the target tourist segments explained previously.

Table 2.2.7 Creation of Tourist Information Materials

	Type	Form	Distributed to	Language/Number
1	Tourism Brochures 1. Savannakhet Downtown 2. Savannakhet Outskirts 3. Champhone Circuit 4. Mekong South Circuit 5. Ho Chi Minh Trail 6. Savanh Food 7. Handicrafts & Souvenirs	A4, 3-folded Color	Savannakhet: Information Centers, Accommodation Facilities, Restaurants, Tour Companies, Airport, Bus Station, etc. Pakse: Information Center	English: 6,000 for each Thai: 3,000 for each Lao: 1,000 for each
2	Tourism Posters 1. Historic Downtown 2. That Ing Hang 3. Hotay Pidok 4. Monkey Forest 5. Ho Chi Minh Trail-1 6. Ho Chi Minh Trail-2 7. Stone House 8. Laha Cotton Weaving	A1 (Paper) Color A1 (Plastic) Color	Savannakhet: Same as above Vientiane: Tourist Information Center, Tour Companies, Guest Houses, etc. Thailand: Tour Companies, etc. Vietnam: Tour Companies, etc.	English, Thai, Lao and Vietnamese multilingual Paper: 100 for each Plastic: 6 for each (Paper posters are printed only for 1 to 6 types)
3	Tourist Site Direction Signs 1. Savannakhet Outskirts 2. Champhone Circuit 3. Mekong South Circuit	Steel 40 by 120 cm	Major crossings / turning points	English and Lao 25 points, 55 posts, 87 boards
4	On-Site Interpretation Boards 1. Savannakhet Outskirts 2. Champhone Circuit 3. Mekong South Circuit 4. Ho Chi Minh Trail	Frame: Wood Board: Steel 90 by 180 cm	Tourist sites where the information could be obtained among the major tourist sites along the 4 tour circuits.	English and Lao 21 sites
5	Private Tourist Information Signs and Tourist Information Master File (Information files containing tourist sites, access, time tables, accommodation, restaurants, etc.)	Sign: A3 for wall A5 for desk File: A4, B/W, 40 pages	Savannakhet Province: Accommodation, Restaurants, Tour Companies, Airport, Tourist Sites, etc.	English with explanation in Lao: 50

Source: JICA Project Team

5. Ho Chi Minh Trail

Ho Chi Minh Trail

The Ho Chi Minh Trail was a transport highway across the Vietnam War. It ran from North to South, mostly through Laos and Cambodia. It was not a single road, but rather a complex network of roads and paths. Today, it is a network of roads which used to be part of the Ho Chi Minh Trail. The road is now used for tourism. It is a network of roads which used to be part of the Ho Chi Minh Trail. The road is now used for tourism. It is a network of roads which used to be part of the Ho Chi Minh Trail. The road is now used for tourism.

LAOS

Ho Chi Minh Trail

Your Circuit along EWEC in Savannakhet

Provincial Tourism Department
Ban Savannakhet, Chaboun Mouang Road
Phone / Fax: (856-43) 212775, 214203

6. Savanh Food

LAOS

Savanh Food

Taste Variety of Food in Savannakhet

Provincial Tourism Department
Ban Savannakhet, Chaboun Mouang Road
Phone / Fax: (856-43) 212775, 214203

What are the characteristics of Savanh Food?

Savanh food is also spicy, resulting from the use of herbs. Savanh food is also spicy, resulting from the use of herbs. Savanh food is also spicy, resulting from the use of herbs. Savanh food is also spicy, resulting from the use of herbs.

7. Handicrafts & Souvenirs

LAOS

Handicrafts & Souvenirs

Special Products of Savannakhet

Provincial Tourism Department
Ban Savannakhet, Chaboun Mouang Road
Phone / Fax: (856-43) 212775, 214203

What are the local handicrafts of Savannakhet?

They might be cotton and silk weaving, bamboo and straw work, wood and metal carving, etc. In addition, some processed food can be considered as local products. As these products are a part of daily life, Savanh people may not recognize that they are special items. Therefore, it is up to you to find interesting products and souvenirs. On and look around the market and village!

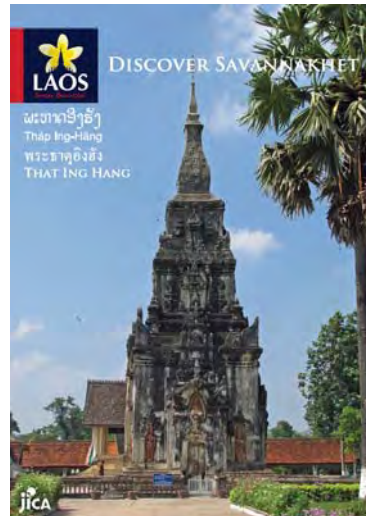
Source: JICA Project Team

Figure 2.2.4 Tourism Posters

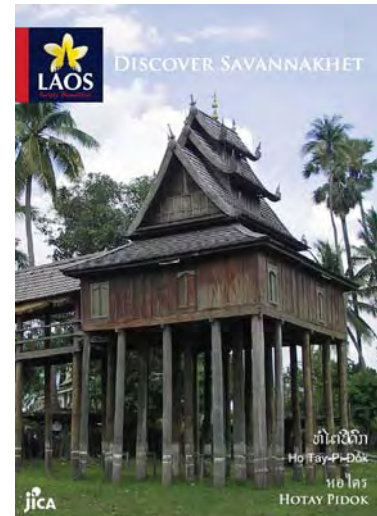
1. Historic Down Town



2. That Ing Hang



3. Hotay Pidok



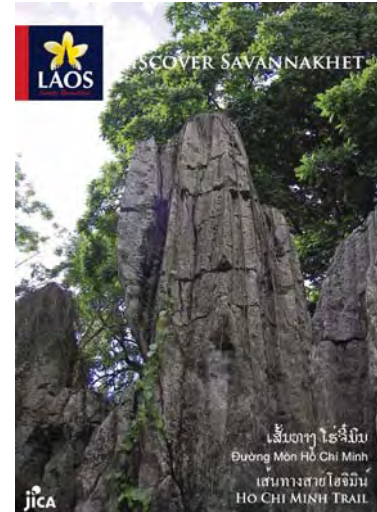
4. Monkey Forest



5. Ho Chi Minh Trail-1



6. Ho Chi Minh Trail-2



7. Stone House



8. Laha Cotton Weaving



Source: JICA Project Team

Figure 2.2.5 Tourist Site Direction Signs



Source: JICA Project Team

Thus, tools and mechanism (tourism posters, brochures, road signs for tourist sites, etc.) were provided for visitors in Savannakhet to enjoy their tourism experience for longer time and in larger areas. However, it would be more important positive participation of the private sector, especially tourism related industries, in delivering such information to the potential tourists.

There are 3 tourist information centers in Savannakhet including PTD, Eco-Guide Unit (EGU) and Second Friendship Bridge. However, it is not all the visitors who go there to get tourist information. In particular, Thai tourists, the most frequently visited and the highest potential for economic contribution, rarely go to the tourist information centers. Thus, PTD and JICA Project Team invited the tourism related industries (bus station, airport/airlines, hotels, guest houses, restaurants, tour companies, etc.) for positive participation in delivering tourism brochures and tourist information.

Figure 2.2.6 Private Tourist Information Sign and Tourist Information Master File



Source: JICA Project Team

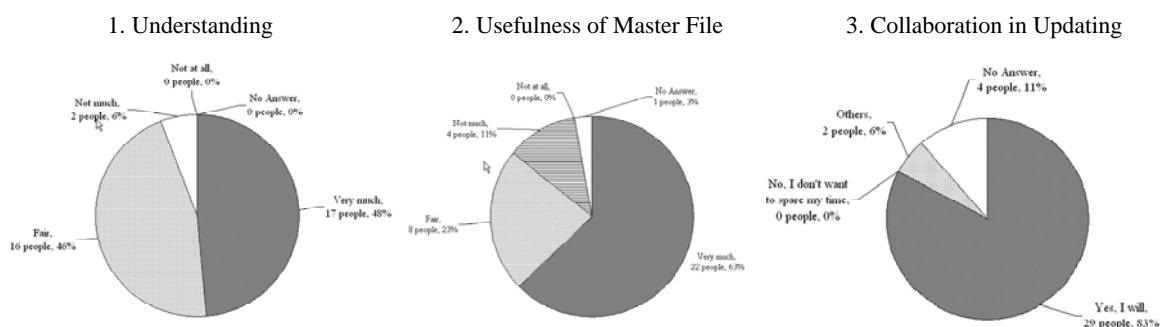
Since these tourism brochures and Tourist Information Master File may not bring expected outcome without proper use, the following training programs were provided for users who assumed to deliver information to the tourists.

Title:	Workshop on Utilization of Tourism Brochures
Place:	Savannakhet (Savan Banhao Hotel Meeting Room)
Period:	Tue, November 11, 2008
Purpose:	To explain how to use the tourism brochures produced by the collaboration with Taskforce Teams under Working Group
Lecturers:	PTD, JICA Project Team
Participants:	Approximately 30 major tourism related companies in Savannakhet Town (Hotels, Guest Houses, Tour Companies, Airline, Restaurants, etc.)
Contents:	<ol style="list-style-type: none"> 1. Purpose of Tourism Brochures (Director, PTD) 2. Contents of Each Tourism Brochure (ICA Project Team) 3. How to Deliver the Brochures (Savannakhet EGU) 4. Summary of Workshop (Deputy Director, PTD)

Title:	Tourist Information Master File Training
Place:	Savannakhet (Savan Saikon Resort Meeting Room)
Period:	Tue, January 13 to Wed, January 14, 2009 (2 days)
Purpose:	To explain how to use the Tourist Information Master File prepared by PTD
Lecturers:	PTD, EGU, JICA Project Team
Participants:	9 District Coordinators, 9 Local communities, Approximately 30 major tourism related companies in Savannakhet Province (Hotels, Guest Houses, Tour Companies, Airline, Restaurants, etc.)
Contents:	<ol style="list-style-type: none"> 1. Purpose of Tourist Information Master File (Deputy Director, PTD) 2. Contents of Tourist Information Master File (PTD) 3. Tourist Information Practice (Savannakhet EGU) 4. Group Work on Master File Updating and Cost Sharing for Copy 5. Summary of Training (Deputy Director, PTD)

Both the tourism brochures and Tourist Information Master File need periodical updates or reprinting. For the tourism brochures, a trial was made to seek possible contribution from private companies by providing a small advertisement on the cover page. As for the Tourist Information Master File, it was agreed that PTD would periodically update the Master File and users (hotels, guest houses, restaurants, airline, etc.) would cooperate in collecting or providing updated information and would pay for duplication of own copies.

Figure 2.2.7 Evaluation of Participants in Tourist Information Master File Training (January 13-14, 2009)



Source: JICA Project Team

A significant change was observed in Savannakhet; hotels, guest houses, restaurants, provided with “Tourist Information” signs and Tourist Information Master File, have started to deliver tourism brochures and tourist information to their guests and customers.

■ [Task 15] Tourism Promotion through Collaboration of Public and Private Sectors

For the purpose of tourism promotion by collaboration between the public and the private sectors in Savannakhet, the following FAM Trips for the 5 formulate tour circuits were planned and organized.

FAM Trip (Familiarization Trip), equivalent to trade fair for ordinary products, is one of the most important promotion methods in the tourism, since only the experience can tell the value of tourism product. FAM Trips were organized by inviting catalysts who may have great influence on the targeted tourist segments: tour companies deploying the business in GMS, Thai and Vietnamese tour companies, media (newspapers, magazines, TV stations, etc.) from Thailand and Vientiane. In addition, many tourism related companies in Savannakhet joined as well.

Title:	FAM Trip 1 (Round 1)
Tour Route:	“Savannakhet Downtown” and “Savannakhet Outskirts”
Period:	Sat, November 22 to Sun, November 23, 2008
Participants:	1. Thai Media: Mukdahan Newspaper, Bangkok Post, Thai Consulate 2. Media from Vientiane: Vientiane Times, Muong Lao Magazine 3. Approximately 40 tourism related companies in Savannakhet (Hotels, Guest Houses, Restaurants, Tour Companies, etc.)

Title:	FAM Trip 1 (Round 2)
Tour Route:	“Champhone Circuit” and “Mekong River South Circuit”
Period:	Sat, December 13 to Sun, December 14, 2008
Participants:	1. Thai Media: Thai Rat Newspaper, TV7t, Thai Consulate 2. Media from Vientiane: Update Magazine, Discovery Laos 3. Thai Tour Companies: Sourasiny, Mukthara 4. Tour Companies from Vientiane: Exotissmo, Green Discovery 5. Approximately 40 tourism related companies in Savannakhet (Hotels, Guest Houses, Restaurants, Tour Companies, etc.)

Title:	FAM Trip 1 (Round 3)
Tour Route:	Ho Chi Minh Trail
Period:	Sat, January 17 to Sun, January 18, 2009
Participants:	1. Thai Media: Mukdahan Newspaper, TV3 2. Media from Vientiane: Vientiane Times, Vientiane Mai Newspaper, Xaiyo Magazine 3. Thai Tour Companies: Sourasiny 4. Tour Companies from Vietnam: DMZ Tour 5. Tour Companies from Vientiane: Exotissmo, Green Discovery 6. Approximately 40 tourism related companies in Savannakhet (Hotels, Guest Houses, Restaurants, Tour Companies, etc.)

As a result of FAM Trip 1, Thai tour companies started to organize new tour programs around Savannakhet Town. In addition, more expatriates living in Vientiane started to visit Savannakhet motivated by a series of whole-page travel articles posted on Vientiane Times (English Daily Newspaper).

Meanwhile, local participants from Savannakhet could deepen the knowledge on the 5 formulated tour circuits and could have acquaintances in communities at major tourist sites. FAM Trips might deepen their awareness towards tourism development in Savannakhet.

Figure 2.2.8 Travel Article appeared in Vientiane Times

Vientiane Times

Saturday December 6, 2008 | 11

Travel

Walking through Savannakhet's past

The colonial charm of buildings in Kaysone Phomvihane district is luring more tourists to the area.

PHON THIKEO

When you walk the streets of Savannakhet province it's not hard to imagine what life was like there in the early 1900s.

Colonial-style buildings still exist throughout the centre of Kaysone Phomvihane town, giving it an old-world atmosphere and reminding visitors of the French presence that existed there up until the 1950s.

It is this connection with history that local authorities are focusing on in a new tourism campaign designed to attract more visitors to the town.

Provincial Tourism Department Director, Ms Boumy Khantivong, said tourist surveys had indicated foreigners, particularly Europeans, were interested in the town's 120 colonial-style buildings which have remained largely untouched.

"These buildings are some of the most important attractions in Savannakhet province and we believe their popularity with tourists will only increase in the future," she said.

"We are now considering ways to restore the town's significant buildings while retaining the features that make them special."

The historical buildings are both publicly and privately owned, and include hotels, guesthouses, individual houses, shops, office buildings, a hospital and a school.

Ms Boumy said Savannakhet had developed as a centre of administration and commerce in the south of Laos



This building, located in the Savannakhet provincial hospital grounds, dates back to 1925.

in the early 1900s, which led to the construction of many of the buildings which are now attracting tourists.

Buildings which are more than 50 years old are considered to have heritage value, and owners are required to get permission from district authorities before altering them in any way.

Kaysone Phomvihane District Tourism Office Acting Head, Mr Sao Sisouk, said interesting buildings were scattered throughout the district, but 19 of them were located close together in town.

"Many of the old buildings are located around the town's central plaza area and on the four main roads," he said.

"Tourists can spend a couple of hours slowly walking around town looking

at the buildings, starting from the plaza area and covering a distance of about 2km."

I took part in a walking tour through the town last month and found it an enjoyable way to see more of a place which is significant to Lao history in many ways. Kaysone Phomvihane district is named after the former Lao president, who was born there in 1920.

I was able to walk past his former house and see the primary school that he attended. I also walked through the provincial hospital grounds, which contains eight buildings which date back to 1925.

Another significant building is Saint Theresa's Catholic Church which was built in 1920, and is currently undergoing restoration. It

is located in the heart of the district and is a well-known landmark. I passed it on a Sunday morning and the singing that drifted out through the stained glass windows sounded as sweet as the voices of angels.

Kaysone Phomvihane district's important buildings are highlighted in a new brochure, titled "Savannakhet Downtown: the historical quarter of Savannakhet", which was published through a project funded by Japan's International Cooperation Agency.

The brochure includes a map with a suggested town walking tour and a brief history of the town's important buildings. It is available from local hotels, guesthouses, restaurants and tourism operators.



Saint Theresa's Catholic Church was built in the 1920s and is currently being restored.



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Lao Air



Effective from 17 April 2008

Vientiane - Phongsaly - Vientiane

Route	Day	Departure Airport	Time	Arrival Airport	Time	Aircraft
VTE - PSL	Wed	Wattay	09:30	Bounneua	11:00	Cessna
PSL - VTE		Bounneua	11:30	Wattay	13:00	Cessna
VTE - PSL	Sat	Wattay	09:00	Bounneua	10:30	Cessna
PSL - VTE		Bounneua	11:00	Wattay	12:30	Cessna

Vientiane - Samneua - Vientiane

Route	Day	Departure Airport	Time	Arrival Airport	Time	Aircraft
VTE - SN	Mon	Wattay	09:30	Nathong	10:50	Cessna
SN - VTE		Nathong	11:20	Wattay	12:40	Cessna
VTE - SN	Thu	Wattay	12:00	Nathong	13:20	Cessna
SN - VTE		Nathong	13:50	Wattay	15:10	Cessna
VTE - SN	Sat	Wattay	12:00	Nathong	13:20	Cessna
SN - VTE		Nathong	13:50	Wattay	15:10	Cessna

Vientiane - Xayabouly - Vientiane

Route	Day	Departure Airport	Time	Arrival Airport	Time	Aircraft
VTE - XYB	Tue	Wattay	14:00	Xayabouly	14:50	Cessna
XYB - VTE		Xayabouly	15:20	Wattay	16:10	Cessna
VTE - XYB	Thu	Wattay	09:00	Xayabouly	09:50	Cessna
XYB - VTE		Xayabouly	10:20	Wattay	11:10	Cessna
VTE - XYB	Sat	Wattay	14:00	Xayabouly	14:50	Cessna
XYB - VTE		Xayabouly	15:20	Xayabouly	16:10	Cessna

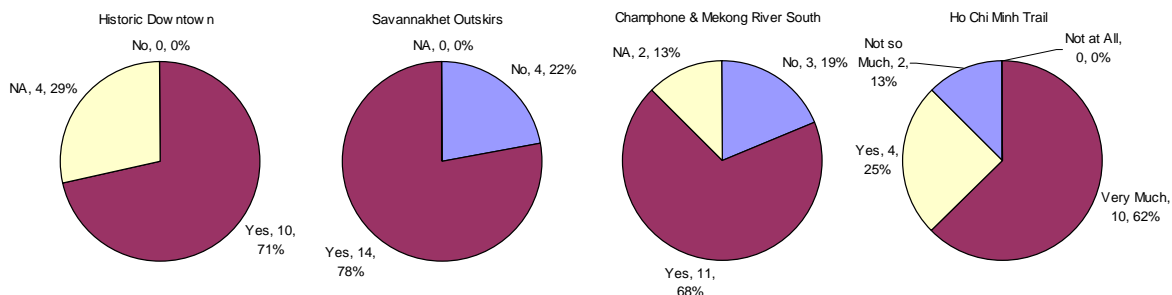
Remark: Flight Schedule would be changed without prior notice.

For information please contact:
Tel: (856-21) 513 007, Mobile: (856-20) 8632854 Fax: (856-21) 513 007.
E-mail: info@lao-air.com, www.lao-air.com

Evaluation of the tour circuit and other opinions were collected from the participants in FAM Trip 1, except those from the media, in order to integrate into the provincial tourism development and promotion plan. The evaluation of the tour circuit in terms of commercial potentiality by the participants was as indicated below.

Figure 2.2.9 Commercial Potentiality of Tour Circuits

“Do you think we can promote the tour circuit?”

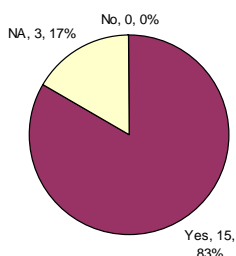


Source: JICA Project Team

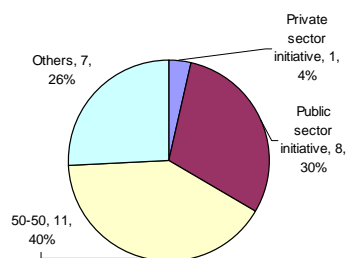
Opinions about the public-private joint promotion were as shown below. Unexpectedly, opinion that the private sector has to take initiative was few. The most frequent opinion was to share equally the responsibility between the public and the private sectors.

Figure 2.2.10 Opinion about Joint Tourism Promotion

“Is public-private sector collaboration necessary?”



“What kind of collaboration is desirable?”



Source: JICA Project Team

Although the majority of route in the 4 tour circuits, excluding Savannakhet Downtown from all the 5 circuits, is not paved, only a few said that the bad road condition must be constraint for promoting the tourism. Meanwhile, more than expected participants said that non availability of the toilet at tourist sites is an important problem.

On the map of each tour circuit brochure, locations of available toilets are shown. However on-site, available toilets are not always clearly visible. Therefore, it was indicated that improvement of the tourist site would be necessary in parallel with provision of tourist information materials. These may include provision of on-site tourist signs and organization of the local community for receiving tourists in better manner, etc.

■ [Task 16] Tourists’ Satisfaction Survey

“Tourists’ Satisfaction Survey” was conducted in order to integrate in the Tourism Development and Promotion Plan by obtaining evaluation of tourist sites and tourist services from the tourists who visited Savannakhet. The survey was conducted by Savan Institute of Management (SIM) on a sub-contract basis (signed on October, 27, 2008).

The outline of the survey is indicated as follows:

Title:	Tourists’ Satisfaction Survey
Target:	Tourists in Savannakhet (International tourists, Thai tourists, Expatriates, Lao tourists, etc.) Approximately 500 tourists in total
Period:	End of October, 2008 to End of February, 2009 (Interviews to tourists: between middle of November, 2008 and middle of January, 2009)
Method:	Face to face interview based on the questionnaire In principle, interview to the tourists who have finished the tour experience in Savannakhet Conducting interviews at the bus station, accommodation facilities, etc. Simple tabulation and cross tabulation according to the tourist segments
Items:	<ol style="list-style-type: none"> 1. Purpose of visit 2. Frequency of visit to Savannakhet 3. Tourist sites visited and evaluation of major tourist sites 4. Most impressive tourist site in Savannakhet Province 5. Other comments on tourist sites in Savannakhet 6. Evaluation of food & beverage service 7. Average daily expenditure on food & beverage 8. Other comments on food & beverage (including service) 9. Evaluation of handicrafts and souvenirs 10. Approximate expenditure for purchasing handicrafts or souvenirs 11. Other comments on handicrafts and souvenirs 12. Information sources used for visiting Savannakhet and their evaluation 13. Other comments on tourist information 14. Intention to recommend to visit Savannakhet to friends 15. Other suggestions or comments 16. Attribution of interviewee (nationality, country of residence, age group, etc.)

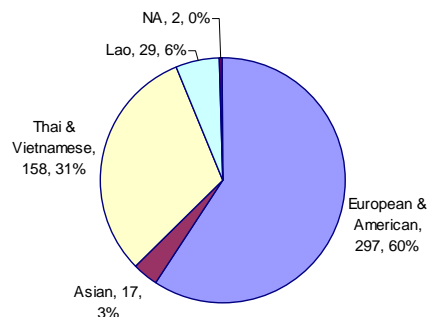
(1) Review of the Survey Result

For approximately 3 months from November 2008 to January 2009, an interview survey was conducted in Savannakhet with targeting 503 tourists in total. Whole picture of the survey is described in Annual Report 2.

Origin of Interviewees: 503 interviewees are composed of 29 Lao, 158 from Thailand or Vietnam, 17 from Asian countries other than Thailand and Vietnam, 297 from Europe and Americas. It should be noted that the composition of interviewees is not same as that of real visitors to Laos or Savannakhet.

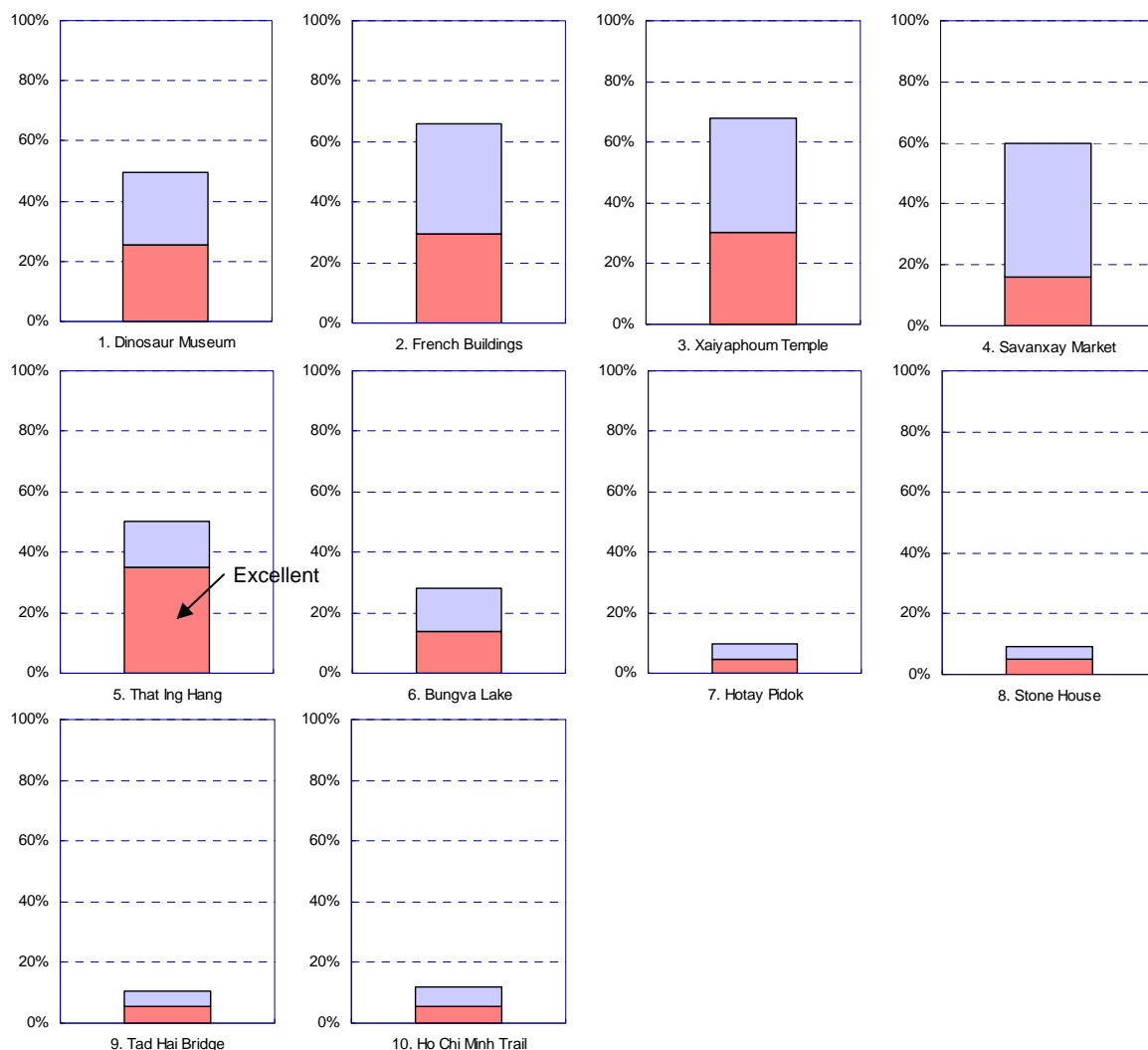
Visited Sites and Evaluation: For 10 tourist sites below (refer to Figure 1.3.1), a question was made to ask “visited” or not, and evaluation of the site “excellent” or not.

Figure 2.2.11 Origin of Interviewees



Source: JICA Project Team

Figure 2.2.12 Visits and Evaluation for Major Tourists Sites



Source: JICA Project Team

Major tourist sites in Savannakhet Town: Dinosaur Museum, French Buildings, Xaiyaphoum Temple and Savanxay Market, were visited by 50% to 70% of the total interviewees. The reason for low visit ratio for Dinosaur Museum (even the museum opens on Saturday and Sunday) might be lack of advertisement. In addition, “Excellent” evaluation for all the 4 sites is less than half. Efforts must be made to improve attractiveness of each site. Especially, evaluation for Savanxay Market was lower than expectation.

That Ing Hang, the most famous tourist site in Savannakhet Province, was visited by approximately half of interviewees and its evaluation was highest. While, nearby tourist site of Bungva Lake was visited by only 30%. This difference means that most visitors to That Ing Hang go directly via Route No. 9 only for seeing it. It is suggested that area-wide tourism promotion may be necessary.

The number of visitors to Hotay Pidok and Stone House, both of which located within a 50-60 km radius from Savannakhet Town, was still limited at approximately 10% of total interviewees. However, at least half of visitors gave high evaluation, which indicated future potential.

Tad Hay Bridge and Ho Chi Minh Trail, located in the eastern part of the province, were also visited by 10% of interviewees despite non availability of public transportation. Similarly, half of visitors gave high evaluation, indicating future potential.

Best Tourist Site: That Ing Hang and French Buildings competed for the first position. According to analysis by origin of interviewees, those from Thailand tended to give higher evaluation to That Ing Hang, while those from Europe and America to French Buildings.

For the time being, it would be most efficient to promote tourism in Savannakhet by featuring images of these 2 sites.

Information Source Used: “Guide Book” was most frequent, used by 70% interviewees. Evaluation as “Useful” was high as well.

Next place was “Brochure/Map” distributed at Tourist Information Centers or other places. Almost half of interviewees used this information source. Brochures created by this project were part of this category. More “Useful” evaluation was given than “Guide Book”.

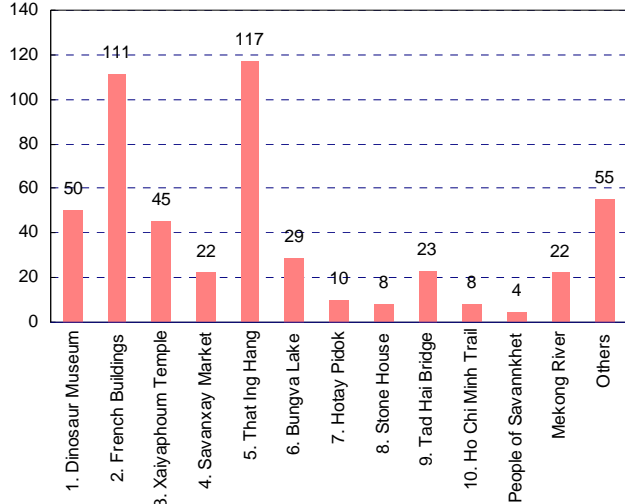
“Internet/Website” was also used by almost 40% of interviewees. However, relatively higher percentage of “Not Useful” could be observed. This may suggest necessity of supplying information which meets the needs of tourists.

Meanwhile, it was obvious that multi media information source such as DVD and VCD was actually not frequently used by tourists. This kind of multi media information can appeal for tourism fairs or tour organizing companies. However, it should be noted that ordinary tourists do not use such information source so often when they personally consider destinations or collect relevant information.

This result suggests priority channels for tourist information. The following strategy will be applied in the project activities: 1) approach to guide book editors, 2) distribution

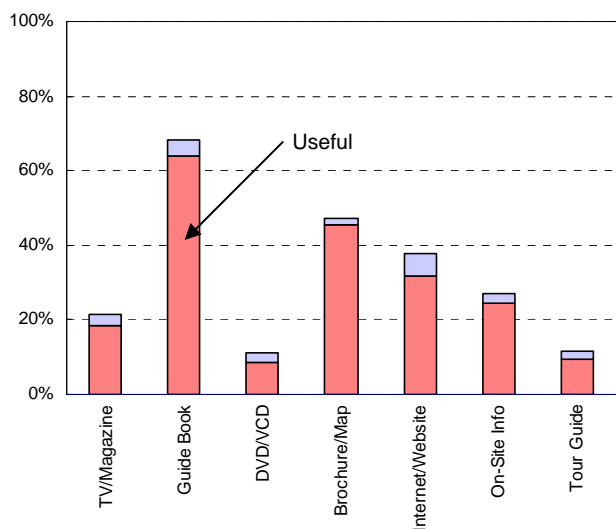
of updated and revised brochures/maps at appropriate places, 3) development of useful website, 4) provision

Figure 2.2.13 Best Tourist Site



Source: JICA Project Team

Figure 2.2.14 Tourist Information Used and Evaluation



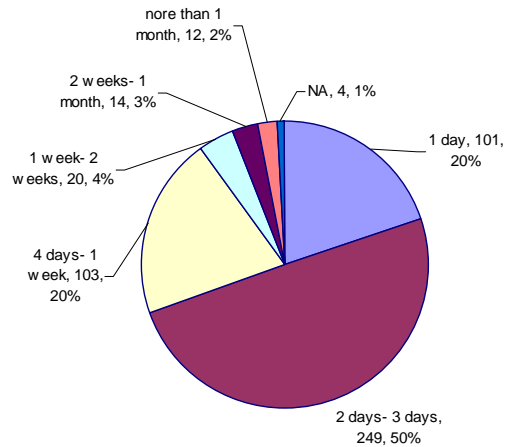
Source: JICA Project Team

of on-site information, 5) media exposure on TV and newspapers (similar to what was done in the second fiscal year after every FAM Trip).

Length of Stay in Savannakhet: It was identified that tourists tend to stay longer than expectation, although the number of Thai and Vietnamese interviewees were fewer. Only 20% of interviewees said to stay 1 day (transit tourists), and half of the total interviewees said to stay 2 to 3 days. The rest 30% said to stay longer than 4 days.

It is true that external reasons exist for this: for example, it takes 2 or 3 days to get visa for Thailand. This is not proper attractiveness of tourist sites in Savannakhet. However, high visit ratio at tourist sites in the town must be the result of such tourists' behavior. It is highly possible to attract more tourists to tourist sites scattered in the outskirts or within one-day tour areas of Savannakhet Town by improving existing means of transportation, on-site tourist facilitation and advertisement.

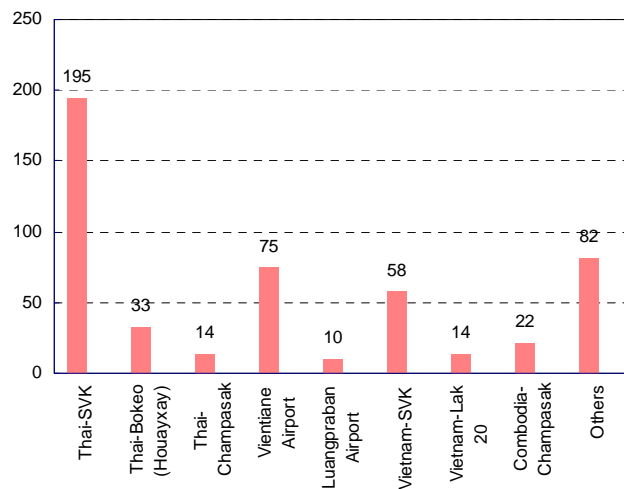
Figure 2.2.15 Length of Stay in Savannakhet



Source: JICA Project Team

Itinerary of Tourists: Entry points of interviewees were asked for better understanding of general tour route. Most frequently used entry point was Second Friendship Bridge with 195 interviewees (38.8%). Those who entered Savannakhet from Vietnam counted 58 (11.5%). Both of these 2 entry points occupied almost half of total interviewees, and another half came to Savannakhet via other entry points such as Vientiane or Champasak. Supposing that this ratio can be applied for international tourists in general, it is considered that Savannakhet receives tourists 2 times more than frontier arrivals.

Figure 2.2.16 Entry Point to Laos



Source: JICA Project Team

Tourists' Expenditure: The survey investigated also tourists' expenditure in order to estimate the extent of economic benefit by tourists. However, tour types of tourists are varied and tourists, usually, don't keep calculating daily expenditure. For example, participants to packaged tour may not be able to answer transportation or accommodation expenditure, and tourists travelling by car with friends may not be able to answer transportation cost

Therefore, this interview survey made only 2 questions: “food and beverage expenditure per day” and “souvenir shopping”, which had clear definition and could be used for comparative analysis. Then, tourists’ expenditure was calculated assuming accommodation at USD 10 per night. The result is shown below.

Table 2.2.8 Expenditure of Tourists in Savannakhet (LAK)

Origin of Interviewees	Length of Stay	Food per Day	Accommodation per Night	Shopping in Savannakhet	Total per Person
Europe and Americas	3.00	75,500	85,000	58,800	455,300
Asia excluding Thailand/Vietnam	3.00	48,000	85,000	205,000	519,000
Thailand and Vietnam	2.20	96,500	85,000	206,500	520,800
Laos	3.00	101,000	85,000	326,000	799,000
Total Interviewees	2.74	82,000	85,000	127,000	499,580

Note: Accommodation was assumed at USD 10 per night; Total amount per person comes for throughout the staying period.

Source: JICA Project Team

The result indicates tendency of expenditure for each category according to the origin of interviewees, and minimum economic benefit that tourists may bring. Tourists from Europe and Americas, mostly back packers in Savannakhet, tend to refrain from buying souvenirs. However, since they spend at least around LAK 60,000 for this purpose, it would be acceptable for them, as well as nice for advertisement of tourism in Savannakhet, if tiny and attractive souvenir is developed.

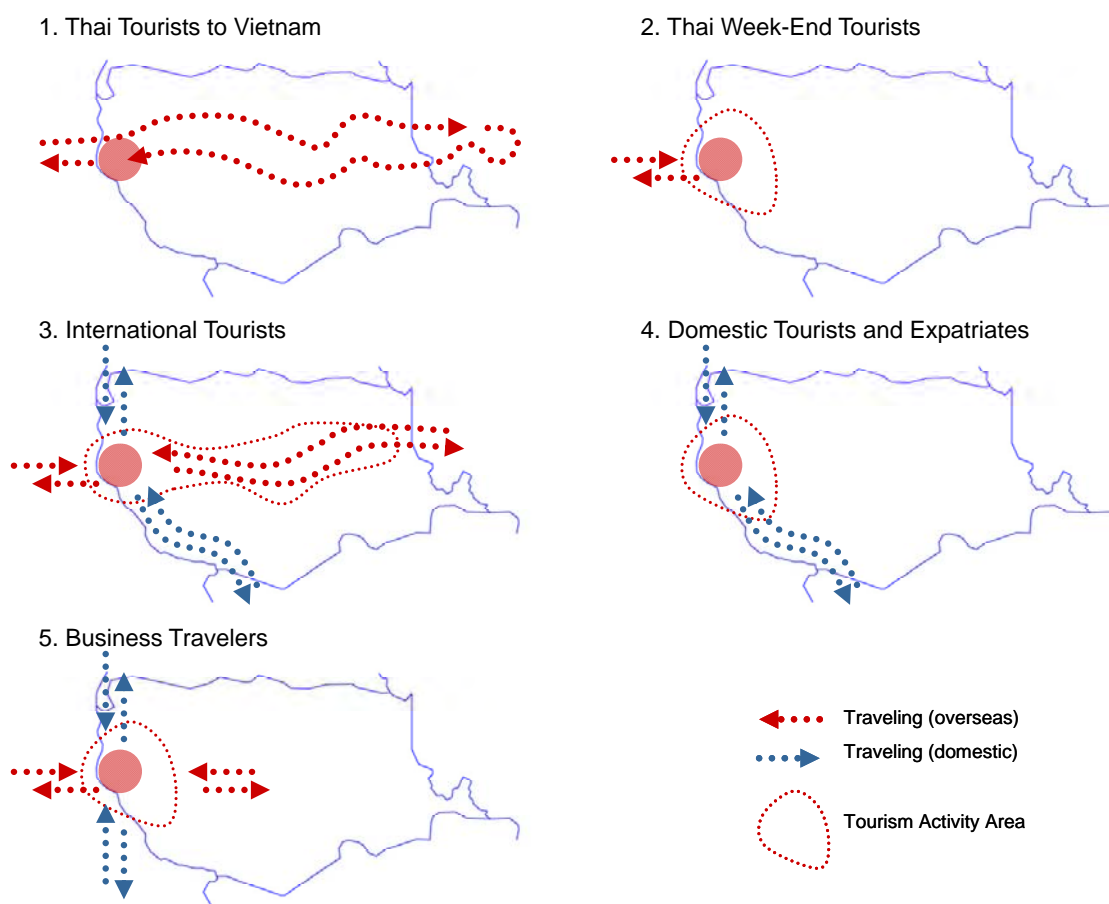
According to interview to villagers, tourists do not buy anything except bottles of drinking water at tourist sites in district. It is necessary for PTD Savannakhet and district coordinators to train and facilitate villagers to produce economic benefit for local community; e.g., developing tourism activity worth for money (including folklore and performance) or tiny souvenirs.

(2) Tourist Segments in Savannakhet

In order to efficiently utilize the result of “Tourists’ Satisfaction Survey” for the tourism development and promotion in Savannakhet, it is essential to know the major tourist segments and their tour patterns.

JICA Project Team classified the tourists in Savannakhet into 5 major segments as shown below.

Figure 2.2.17 Major Tourist Segments and Tour Patterns



Source: JICA Project Team

Characteristics and estimated number of each tourist segment are indicated in the following table. The estimation was made based on the tourism statistics in 2008 provided by LNTA and PTD Savannakhet², and assumptions set by JICA Project Team.

² Extract of the Tourism Statistics for Laos and Savannakhet Province (2000-2009) is shown in the Appendix-6.

Table 2.2.9 Characteristics and Estimated Number of Major Tourist Segments in Savannakhet

	Tourist Segment	Characteristics	Estimated Number (for 2008)
1	Thai Tourists to Vietnam	<ul style="list-style-type: none"> ✓ Go directly to Vietnam by tour company's buses. ✓ On the way back from Vietnam, short visit to Savannakhet. ✓ Therefore, they enter Laos 2 times on 1 trip. ✓ Length of stay in Savannakhet only 1 day or 1 night. ✓ Stopping at That Ing Hang, Savanxay Market, and shops. ✓ Since bus tours are relatively low prices, it is not easy to ask tour organizing companies to extend stay in Savannakhet. 	Approx. 82,000
2	Thai Week-End Tourists	<ul style="list-style-type: none"> ✓ Visit Savannakhet by various means: boat, bus, own car, etc. ✓ For various purpose: Buddhist temples, shopping, VFR, etc. ✓ Length of stay: just a day trip or 1 to 2 nights. ✓ Like to visit temples rich in history, extremely beautiful, etc. ✓ Like to buy handicraft or local products rare in Thailand. ✓ As for gambling purpose visitors, it is difficult to attract them to visit other tourist sites (Statistics in 2008 do not include yet this category of visitors) 	Approx. 82,000
3	International Tourists	<ul style="list-style-type: none"> ✓ Usually, they stay in Savannakhet for transit purpose and not as one of their destinations. ✓ Most of them stay 1 to 2 nights for obtaining visa or taking a rest. ✓ Most of surface travelers via Second Friendship Bridge or Den Savan border are budget tourists (back packers). ✓ A few wealthy FIT make shorter stay in Savannakhet by using airplanes or vans arranged by tour companies. 	Approx. 30,000
4	Domestic Tourists and Expatriates	<ul style="list-style-type: none"> ✓ Stay in Savannakhet to see friends or relatives from Vientiane, Pakse, etc. Often visit tourist sites in districts. ✓ Expatriates in Vientiane make short stay when they make a trip to southern Laos. ✓ Like to taste local food or purchase local products. 	Approx. 30,000
5	Business Travelers	<ul style="list-style-type: none"> ✓ Stay for business purpose from inside and outside of Laos. ✓ Like to enjoy delicious food or recreation activities. ✓ On week-ends, they happen to visit tourist sites in the suburb. 	N.A.

Note: Estimated numbers were calculated by JICA Project Team based on the statistics in 2008 and assumptions.

Source: JICA Project Team

The method and assumptions set for estimating the number of each tourist segment are as follows:

Thai Tourists to Vietnam	The number of Thai arrivals in Savannakhet in 2008 is 308,307; 80% of them visit for tourism or VFR purpose = 246,645; Approximately half of them go directly to Vietnam; However, since those tourists enter Laos 2 times on 1 trip, the real number is one third = about 82,000 ($x + 2y = 246,645$; $x = y$)
Thai Week-End Tourists	Similarly, about 82,000
International Tourists	The number of international arrivals (except Thai and Vietnamese) in 2008 is 15,530; According to "Tourists' Satisfaction Survey", the same number of tourists visit Savannakhet via other provinces; $15,530 \times 2 =$ about 30,000
Domestic Tourists	No data is available; Assumed to be more than International Tourists = about 30,000
Business Travelers	No data is available; Estimation has not been made.

(3) Estimation of Numbers of Visitors at Tourist Sites in Savannakhet

An exercise was made to estimate the numbers of visitors at major tourist sites in different areas based on the result of above examination together with the result of “Tourists’ Satisfaction Survey”.

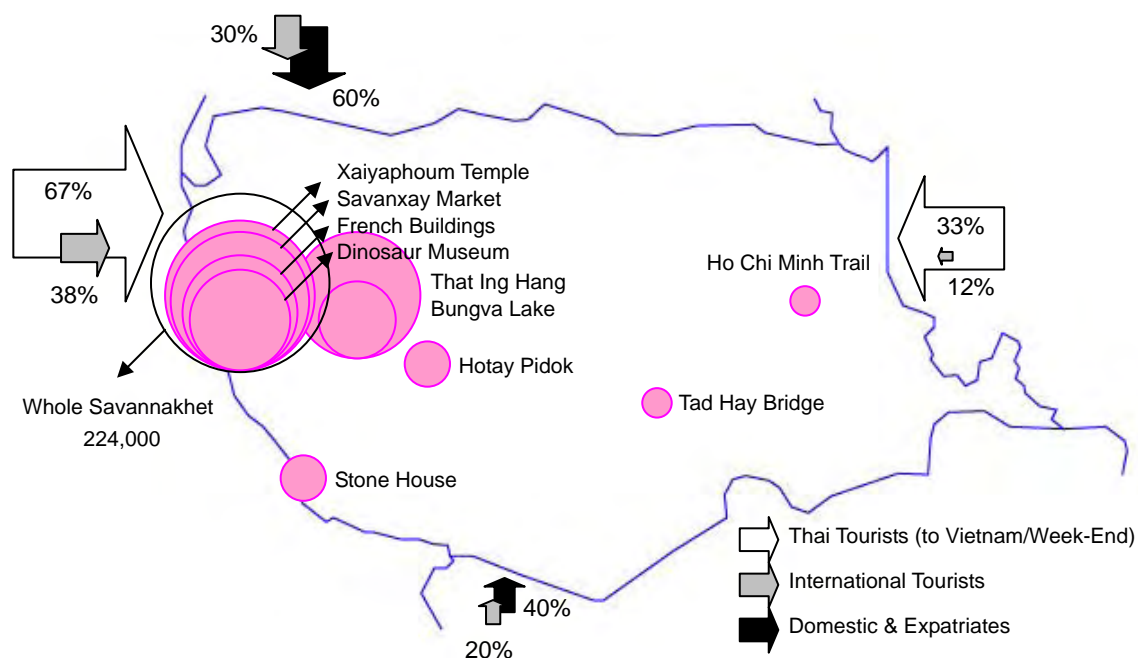
Table 2.2.10 Estimation of Visitors at Major Tourist Sites in Savannakhet (2008)

Tourist Sites	Thai Tourists to Vietnam	Thai Week-End Tourists	International Tourists	Domestic Tourists and Expatriates	Total
Whole Savannakhet	82,000	82,000	30,000	30,000	224,000
Dinosaur Museum	0	41,000	15,000	15,000	71,000
French Buildings	0	53,300	19,500	19,500	92,300
Xaiyaphoum Temple	57,400	57,400	21,000	21,000	156,800
Savannay Market	49,200	49,200	18,000	18,000	134,400
That Ing Hang	41,000	41,000	15,000	15,000	112,000
Bungva Lake	0	24,600	9,000	9,000	42,600
Hotay Pidok	0	8,200	3,000	3,000	14,200
Stone House	0	8,200	3,000	3,000	14,200
Tad Hay Bridge	0	0	3,000	3,000	6,000
Ho Chi Minh Trail		0	3,000	3,000	6,000

Note: JICA Project Team made estimation based on the result of examination of major tourist segments and the result of “Tourists’ Satisfaction Survey” as well as tourism statistics in 2008. Frontier arrival data includes visitors whose purposes are other than tourism. This estimation excluded business purposes (including sellers) and official duty purposes.

Source: JICA Project Team

Figure 2.2.18 Distribution of Estimated Visitors at Major Tourist Sites in Savannakhet Province (2008)



Note: JICA Project Team made estimation based on the result of examination of major tourist segments and the result of “Tourists’ Satisfaction Survey” as well as tourism statistics in 2008. Frontier arrival data includes visitors whose purposes are other than tourism. This estimation excluded business purposes (including sellers) and official duty purposes.

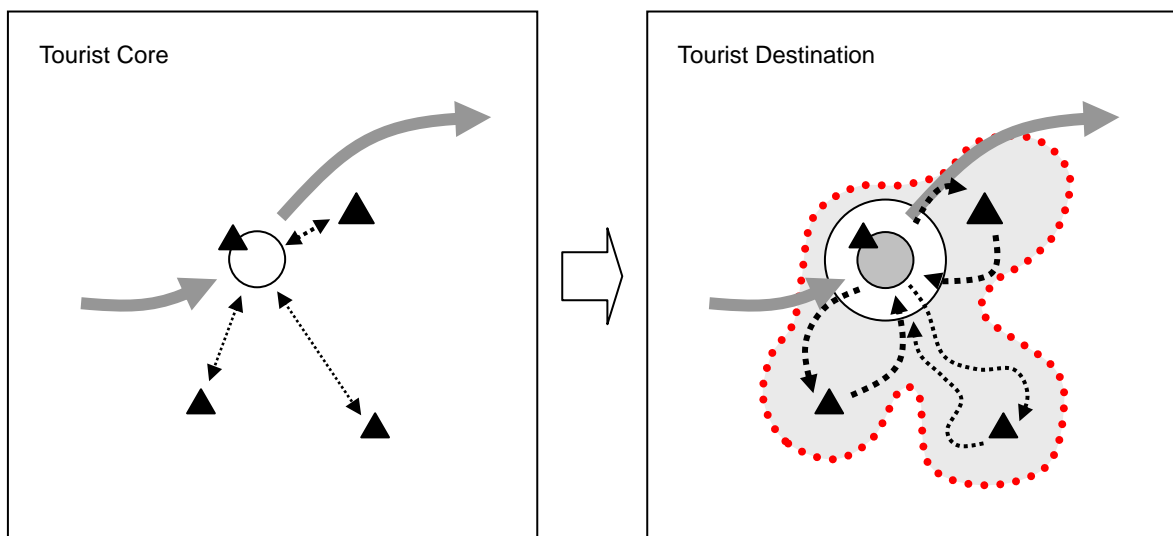
Source: JICA Project Team

(4) Priorities for Tourism Development and Promotion in Savannakhet

The classification and estimation of major tourist segments described above indicate that priority is to be given to tourism development and promotion in and around Savannakhet Town, and in the one-day trip area from Savannakhet Town, by targeting 1) Thai Week-End Tourists, 2) International Tourists, and 3) Domestic Tourists and Expatriates.

Savannakhet Town has already been recognized as the “Tourist Core” for all the segments. Many travelers frequently pass and stay. It is necessary to transform from simple Tourist Core into Tourist Destination endowed with attractive tourist sites, attractions and tour circuits through developing and promoting tourist sites in and around the town, and within one-day trip area. Many major tourist sites in the world have been grown up through this process, even without tourism resources of world heritage class.

Figure 2.2.19 Conceptual Development Process for Tourist Destination



Source: JICA Project Team

Another consideration must be given to the eastern part of the province where the well-known Ho Chi Minh Trail is disposed. It is necessary to develop tourist sites step by step. The result of “Tourists’ Satisfaction Survey” proved that approximately 10% of tourists to Savannakhet visit this area today. It could not be difficult to multiply the number of visitors by making use of future tourist station in Phine District (under preparation by ADB Project), by providing means of transportation to the sites, and by improving on-site tourist facilitation.

■ [Task 30] Improvement of LNTA Website and Staff Training

Improvement of LNTA website component, added in the second fiscal year, was sub-contracted to Cyberia Co., Ltd. on May 20, 2008. Programming was finalized in the end of September, 2008. Then, after modification and correction of contents by LNTA, the new LNTA website was released to the public from December, 2008. The URL of the new LNTA website is as follows:

<http://www.tourismlaos.org> (redirect from “<http://www.tourismlaos.gov.la>” is also available)

Figure 2.2.20 Index Page and Main Page of the New LNTA Website



Source: Cyberia Co., Ltd.

■ [Task 18] Preparation and Submission of Annual Report 2

Annual Report 2 was prepared by summarizing the results of the second fiscal year.

2.3 Result of Activities (Third Fiscal Year)

■ [Task 19] Preparation for Dissemination of Tourist Information in Savannakhet

Questionnaire survey was conducted to monitor how the tourism brochures, posters and Tourist Information Master Files were used at organizations to which these tourist information materials were given. These organization included hotels (5), guest houses (5), tour companies (6, including Lao Airlines), restaurants (9), other tourist services (4) and other organizations (Eco-Guide Unit, Bus Station and SIM college).

The result will be discussed later in [Task 23] Monitoring of Utilization of Informational Materials in comparison with the result of monitoring in January 2010.

■ [Task **] Organization of Second Joint Coordinating Committee (JCC)

The second Joint Coordinating Committee (JCC) meeting was held in Savannakhet on Wed, June 10, 2009.

Title:	Second Joint Coordinating Committee (JCC)
Place:	Savannakhet (JICA Project Team Office in PTD Savannakhet)
Period:	Wed, June 10, 2009
Purpose:	1. To share the progress of the Project among concerned parties 2. To evaluate the outputs of the Project based on the PDM approved at the last JCC meeting 3. To examine appropriateness of the PDM
Participants:	Mr. Saly Phimphinith , Director General of Marketing and Promotion, LNTA (Chairperson) [Lao Side] Mr. Soukaseum Bodhisane , Vice Chairman of LNTA Mr. Somchith Inthamith, Director General of DIC, Ministry of Planning and Investment Dr. Souphanh Keomixay, Vice Governor of Savannakhet Province Mr. Bountheung Xayavong, Deputy Director of PTD Savannakhet Mr. Syha Phannavong, Deputy Director of PTD Savannakhet Mr. Somsanouk Budtakhod, Head of Marketing and Promotion Division, PTD Savannakhet Mr. Anousack Prasith, Marketing and Promotion Division, PTD Savannakhet [Japanese Side] Mr. Hiroaki Takashima, Resident Representative, JICA Laos Office Mr. Ryosuke Isobe, Assistant Resident Representative, JICA Laos Office Mr. Soulivanh Souksavath, Assistant Program Officer, JICA Laos Office Mr. Tetsuo Isono, Chief Advisor, JICA Project Team Ms. Darling Sithiveth, Research Assistant, JICA Project Team

Prior to JCC meeting, all the participants experienced about 1 hour walking tour in Historic Downtown, then attended the meeting.

At the meeting, PTD Savannakhet presented progress of the Project to date, and explained outcomes in comparison with each indicator of PDM.

Every participant confirmed, in the discussion followed, smooth implementation of the Project for the most part as well as necessity of further efforts for some aspects. Focal points of the meeting are summarized as follows:

- Although the tourism related industries are grouped, it is still far from an organization ready to promote the tourism in practical manner. More active participation of private sector is necessary.
- This Project was formed to contribute to alleviation of poverty through community-based tourism

promotion. Further consideration is to be given to economic benefit to the local communities.

- It is satisfactory that the number of tourists visiting various tourist sites has been increasing through production of brochures or posters. However, it is absolutely necessary to establish a sustainable system to continue producing and updating these tourist information materials.
- Development of tourist sites and access routes is important as well.

Although some activities are not included in the current Project Design Matrix (PDM), these aspects are complementary to each other and considered to be indispensable elements for achieving the Project Purpose which is “Framework for promotion of tourism industry in Savannakhet is established”.

Currently, tourism related companies in Savannakhet, especially tour companies, depend largely on transportation of Thai tourists along the Route No. 9, and do not consider tourists visiting various sites in the province as important customers. Because, these tourists seem limited in number due to difficult access and lack of on-site tourist facilitation. If the number of visitors to these sites is increased, by improved tourist facilitation and access roads, tourism related companies based in Savannakhet will certainly pay more attention. However, companies in Savannakhet are fighting each other for getting as many customers by price competition, and they are not ready yet for joint tourism promotion practically.

The Project may not be able to deal with full-scale development of tourist sites or access road improvement. However, it would be necessary firstly to enhance on-site tourist facilitation, and then persuade the tourism related companies of possible business opportunity. Finally, public-private-community collaboration is to be strengthened.

□ [Task 17] Creation of Tourist Information Materials (Update and Addition)

Tourist information materials were updated and newly created, based on the result of monitoring on their utilization, review of “Tourists’ Satisfaction Survey” result, discussions at the JCC meeting.

Table 2.3.1 Update and Addition of Tourist Information Materials

	Type	Form	Distributed to	Language/Copies
1	Brochures (Update) 1. Savannakhet Downtown 2. Savannakhet Outskirts 3. Champhone Circuit 4. Mekong South Circuit 5. Ho Chi Minh Trail 6. Savanh Food 7. Handicrafts & Souvenirs	A4, 3-folded Color	Savannakhet: Information Centers, Accommodation Facilities, Restaurants, Tour Companies, Airport, Bus Station, etc.	English: 3,000 for each Thai: 2,000 for each Lao: 1,000 for each
	Brochures (Addition) 8. Discover Savannakhet (Introduction of Whole Province)	A4, 3-folded Color	Vientiane (LNTA), Khammouan, etc.	English: 2,000 Lao: 1,000
2	Tourist Information Master File (Update)	File: A4, B/W, 40 pages	Savannakhet Province: Accommodation, Restaurants, Tour Companies, Airport, Tourist Sites, etc.	English with explanation in Lao: 50
3	Village Tourist Map 1. Champhone Circuit	Frame: Wood Panel: Wood 120 by 180 cm	Turtle Lake, Taleo Old Temple, Hotay Pidok, Monkey Forest	English and Lao 4 Sites
4	Tourist Site Direction Signs (Addition) 1. Champhone Circuit	Steel 40 by 120 cm	Taleo Old Temple 2 points Hotay Pidok 2 points	English and Lao 4 points, 6 posts, 6 boards

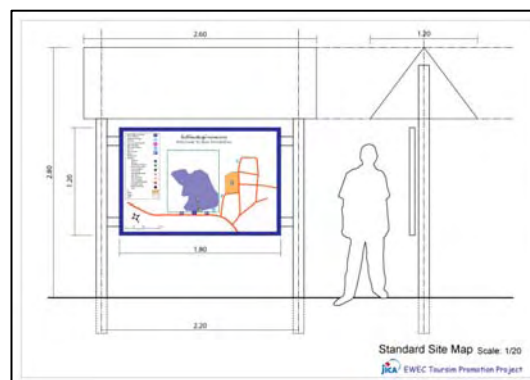
Source: JICA Project Team

Brochures: Update and revision were made by reflecting users’ comments: e.g., adding place names in Lao language on the English route map. In addition, a general brochure of tourism in Savannakhet was newly created for distributing at tourism fairs to motivate potential tourists. The latter was done mainly by PTD Savannakhet staff under technical support of JICA Project Team.

Tourist Information Master File: Update was made by PTD Savannakhet staff between March and May 2009. Before the end of May 2009, updated Master Files were distributed to every organization using the File.

Village Tourist Map: As a part of on-site tourist facilitation improvement, village tourist maps were prepared by villagers at 4 tourist sites along Champhone tour circuit. JICA Project Team and PTD Savannakhet examined the size and signs to be used for the map. Then, each village made survey of view points, food and drink services, handicraft activities, etc. to put on the map. The village maps were set next to the existing interpretation boards provided during the last fiscal year.

Figure 2.3.1 Village Tourist Map



Source: JICA Project Team

■ [Task 20] Dissemination of Tourist Information through Tourist Centers

As of September 2009, 3 types of basic tourist information materials were created. They are tourism brochures (including update and addition), promotion posters and Tourist Information Master File.

There are 3 public tourist information centers in Savannakhet Province: Tourist Information Center at the Second Friendship Bridge, Provincial Tourist Information Center (providing tourist information countrywide and that for 5 central provinces as well) and Savannakhet Eco-Guide Unit Information Center (established by SNV and operating trekking programs).

However, visitors to these public tourist information centers are limited in terms of percentage compare to all the visitors to Savannakhet. The majority of visitors probably leave Savannakhet without obtaining tourist information. This is the reason why PTD Savannakhet distributes Tourist Information Master File to private companies with periodical update. PTD Savannakhet wishes to attract as many visitors as possible to experience tourism in Savannakhet as well as to spend more time and money. As of September 2009, these tourist information materials are disseminated at a lot of places as shown in the table below.

Table 2.3.2 Dissemination of Tourist Information

	Organizations	Places	Brochures	Posters	Tourist Information Master File
	Tourist Information at Second Friendship Bridge	1	✓	✓	✓
	Provincial Tourist Information Center	1	✓	✓	✓
	Eco-Guide Unit Tourist Information Center	1	✓	✓	✓
	Hotels (in the town)	6	✓	✓	✓
	Guest Houses (in the town)	6	✓	✓	✓
	Guest Houses (in Districts)	2		✓ (partially)	✓
	Restaurants (in the town)	6	✓	✓ (partially)	✓
	Restaurants (in Districts)	1		✓	✓
	Tour Companies (in the town)	4	✓	✓	✓
	Other Tourist Services (in the town)	2	✓	✓	✓
	Tourist Sites (in Districts)	10		✓	✓
	Others (in the town)	2	✓	✓	✓
	LNTA Tourist Information Center (Vientiane)	1	✓	✓	
	Khammouan Tourist Information Center	1	✓		
	Champasak Tourist Information Center	1	✓		

Source: PTD Savannakhet, JICA Project Team, as of September 2009

In addition, as described later in [Task 21] Development of Website for Tourism in Savannakhet, the latest versions of tourism brochures and Tourist Information Master File are available at LNTA website.

□ [Task 9] Tourist Service Training by LNTA and PTD Staff (Repeated)

(1) Tourism Marketing Training and Front Desk Training

The following training programs were conducted in order to consolidate the tourist service training by LNTA and PTD staff.

Title:	Tourism Marketing Training
Place:	Savannakhet (Restaurant Lao Lao Der Meeting Room)
Period:	Thu, July 23 to Fri, July 24, 2009 (2 days)
Purpose:	To improve marketing ability and awareness of tourism related companies' managers in Savannakhet
Lecturers:	LNTA, PTD, JICA Project Team (appointed Lao experts)
Participants:	Managers of tour companies, hotels, guest houses, restaurants (27 persons)
Contents:	Refer to Table 2.1.6 Marketing Training Program

Title:	Front Desk Training
Place:	Savannakhet (Restaurant Lao Lao Der Meeting Room)
Period:	Mon, August 10 to Fri, August 14, 2009 (5 days)
Purpose:	To upgrade front desk services at hotels and guest houses in Savannakhet Province
Lecturers:	LNTA, PTD, NUOL, JICA Project Team
Participants:	Hotels and guest houses in Savannakhet Province (30 persons)
Contents:	Refer to Table 2.1.8 Front Desk Training Program

Tourism Marketing Training focused on the planning of packaged tours operated by tourism companies in Savannakhet, for which PTD Savannakhet has an earnest desire. LNTA, Department of Tourism Marketing and Promotion, contributed to the lecture on general tourism marketing policy.

Table 2.3.3 Tourism Marketing Training Program

Date	Time	Subjects	Lecturers	Note
23/07	Morning	Opening General Tourism Policy	Ms. Bounmy Khantivong Mr. Saly Phimphinith	PTD LNTA
	Afternoon	Marketing Analysis Product Development Group Exercise 1	Mr. Bounteung Xayavong Mr. Viraphan Rasphone	PTD JICA Project Team PTD+JICA Project Team
24/07	Morning	Presentation and Discussion Pricing Selling Arrangement	Mr. Bounteung Xayavong Mr. Viraphan Rasphone	PTD JICA Project Team
	Afternoon	Group Exercise 2 Presentation and Discussion Summary and Evaluation Closing	Ms. Bounmy Khantivong	PTD+JICA Project Team LNTA, JICA Project Team PTD

Source: PTD Savannakhet, JICA Project Team

In the training, participants were divided into 3 groups to make exercises in planning concrete packaged tour programs: 1) Savannakhet Town Tour, 2) One-Day Tour from Savannakhet Town, and 3) Tour Program along the Route No. 9.

Table 2.3.4 Outputs of Exercise in Tourism Marketing Training

Group 1 (Savannakhet Town Tour)		
Day 1	09:00 – 09:30	Pick up tourists at Friendship Bridge
	09:30 – 11:30	That Ing Hang
	11:30 – 12:00	Departure That Ing Hang and pass Bungva Lake
	12:00 – 13:30	Lunch at Lao Lao Der Restaurant
	13:30 – 14:30	Dinosaur Museum
	14:30 – 16:00	Vat Xaiyaphoum (Take picture, Basi from monk)
	16:00 – 17:00	Town Tour (French old houses)
	17:00 – 18:30	Check-in Nanhai Hotel
	18:30 – 20:00	Dinner at Nanhai Hotel (Traditional dancing and entertainment)
Day 2	07:00 – 08:00	Breakfast at Nanhai Hotel
	08:00 – 09:30	Thonglahasinh (Cotton Weaving Atelier)
	09:30 – 10:30	Dao Heuan Duty Free Shop
	10:30 – 11:00	Free time
	11:00 – 13:30	Lunch at Lao Lao Der Restaurant
	13:00 – 14:30	Savanxay Market
	14:30 – 15:30	ODOP Shop
	15:30	Send tourists to Friendship Bridge 2
Price:	1,640 Baht	
Services included:	VIP bus, Guide, Food, Hotel, Commissions	
Group 2 (Tour Program along Route No. 9)		
Day 1	08:00 – 11:00	Pick up tourists at Hoontip hotel and drop at Phalanxay
	11:00 – 13:00	Lunch at Dok Keo Restaurant
	13:00 – 14:30	Tad Hay Bridge and Katan ethnic group
	14:30 – 16:00	Samataek Rapid
	16:00 – 17:00	Phine Town and Lao-Vietnam Monument
	17:00 – 18:00	Check-in Sysamphon Guest House and dinner
Day 2	06:30 – 07:30	Breakfast
	07:30 – 09:00	Visit Old Sepon
	09:00 – 10:00	Old mining at Ban Dong village
	10:00 – 12:00	Lam Son Museum and Cable bridge
	12:00 – 13:00	Lunch at Heuy Restaurant (Den Savan)
	13:00 – 14:00	Sakhoy Waterfall
	14:00 – 16:00	Virabouly
	16:00 – 17:00	Stone Pillar
	17:00 – 18:00	Gold Mining Company
18:00 -	Check-in Guest house in Virabouly	
Day 3	06:30 – 07:30	Breakfast
	07:30 – 09:00	Dinosaur Foot Print at Phalanxay
	09:00 – 11:00	Savannakhet
	11:00 – 12:30	That Ing Hang and ODOP shop
	12:30 – 13:30	Lunch at Lao Lao Der Restaurant
	13:30 – 15:00	Savanxay Market
	15:00 – 17:00	Dinosaur museum and Duty Free Shop
17:00	Send tourists to Friendship Bridge 2	
Price:	8-15 persons 8,000 Baht 7,000 Baht (Children)	
	16-30 persons 7,500 Baht 6,000 Baht (Children)	
	31-45 persons 6,000 Baht 5,000 Baht (Children)	
Services included:	Air-conditioned VIP bus, Drinking water and chilled towel, Candy, Insurance, Accommodation (2 persons in one room), Food, Guide	

Group 3 (One-Day Tour to Champhone)	
07:00	Pick up tourists at Friendship Bridge 2
07:30	Go to Champhone
09:00	Sui Lake
09:30	Go to Monkey Forest (30 minutes)
10:00	Visit Monkey Forest
10:45	Go to Hotay Pidok
11:15	Visit Hotay Pidok
12:00	Lunch at local restaurant in Nong Lamchan Village
13:00	Visit Taleo Old temple
13:30	Go to Turtle Lake
14:00	Visit Turtle Lake
15:00	Go to Kengkok village
15:30	Visit Kengkok market
16:30	Go back to Savannakhet
17:30	Send tourists to Friendship Bridge 2
Price:	1,500 Baht (8-10 persons)
Services included:	Van, Guide, Drinking water and child towel, 1 meal, Commissions
Services not included:	Drinks not provided by organizer, Travel insurance

Source: JICA Project Team

Upon careful examination of these outputs, the following remarks can be identified.

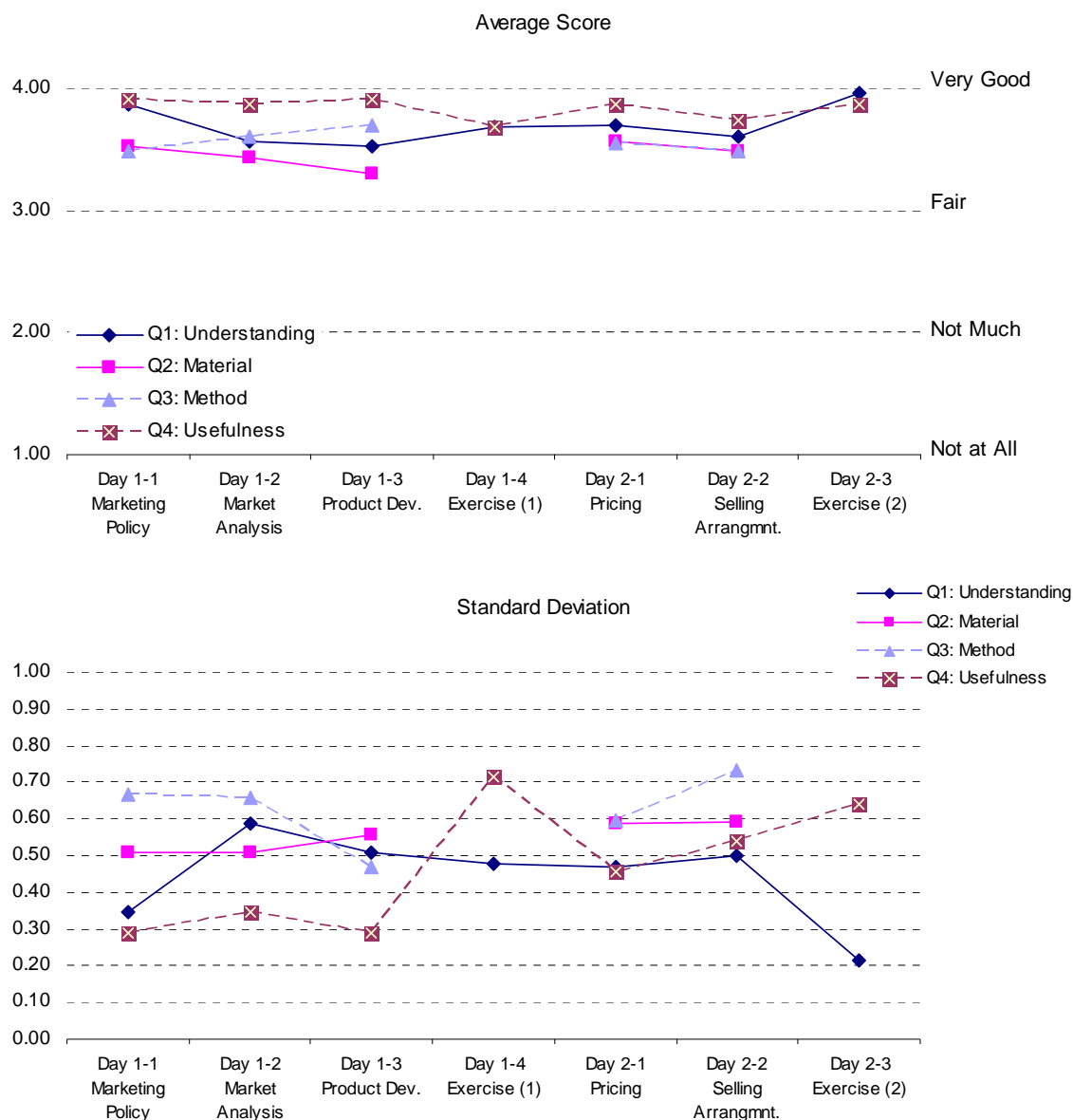
First of all, every group sticks to the conventional business pattern of Thai transit tourists to Vietnam, even though a lecture on tourism market analysis was given on the first day. Every group likes to pick up or send back their customers at the Second Friendship Bridge. In this case, a mechanism to gather customers and send them to the Second Friendship Bridge will be necessary in Thailand, which may force tour organizing companies in Savannakhet to be subcontractors of Thai tour companies.

According to the result of “Tourists’ Satisfaction Survey”, a number of international tourists are visiting tourist sites in Chaphone District or those along Route No. 9 in the eastern part of province. At least half of them give high evaluation to these tourist sites. It is absolutely possible to make tour programs starting from Savannakhet Town.

Another point is that the focal point of the tour program is not clear, which makes the tour program unnecessarily unattractive. For example, tour program along Route No. 9 allocates significant time for visiting That Ing Hang or shopping at Savanxay Market. As half of tourists to Savannakhet visit That Ing Hang, it is regarded as a stand-alone destination and needless to combine with other tour program in other areas.

These exercise outputs seem to be still far from commercialization. However, through participation into exercise, the level of understanding of participants was high enough. As shown in the figure below, the level of understanding of participants keeps rising by repeating lecture and exercise.

Figure 2.3.2 Evaluation of Tourism Marketing Training by Participants



Source: JICA Project Team

In particular, all the participants except 1 gave the score “Very Good” for the level of understanding at Exercise-2. Participants, however, tended to give different scores for usefulness of exercises, while majority of participants gave high scores for usefulness of lectures on marketing theory. It might be true that some participants are not fully agreed yet to plan and run packaged tours in Savannakhet.

Meanwhile, Front Desk Training was conducted aiming at improving front desk services at hotels and guest houses in the province.

A JICA senior volunteer working in Department of Tourism and Hotel Management, National University of Laos (NOUL) was invited as a lecturer in addition to a lecturer from Tourism and Hospitality Training Center annexed to LNTA, similar to the Tour Guide Training and Housekeeping Training conducted during the second fiscal year.

Table 2.3.5 Front Desk Training Program

Date	Time	Subjects	Lecturers	Note
10/08	Morning	Opening General Tourism Policy Public Relations	Mr. Syha Phannavong Mr. Tetsuo Isono Mr. Syha Phannavong Mr. Syha Phannavong	PTD, JICA Project Team PTD PTD
	Afternoon	H1N1 Influenza Hospitality Front Desk Work 1	Mr. Syha Phannavong Mr. Katsumi Masuyama	Health Department PTD NOUL (JICA SV)
11/08	Morning	Front Desk Work 2 Front Desk Work 3	Mr. Katsumi Masuyama Mr. Katsumi Masuyama	NOUL (JICA SV) NOUL (JICA SV)
	Afternoon	Reservation and Booking Practice for Booking	Mr. Katsumi Masuyama Mr. Katsumi Masuyama	NOUL (JICA SV) NOUL (JICA SV)
12/08	Morning	Registration and Check-In 1 Registration and Check-In 2	Mr. Veunxay Malavong Mr. Veunxay Malavong	LNTA LNTA
	Afternoon	Guest Communication Check-Out	Mr. Veunxay MALAVONG Mr. Veunxay MALAVONG	LNTA LNTA
13/08	Morning	Front Office Sales & Marketing Practice for Complaints	Mr. Veunxay Malavong Mr. Veunxay Malavong	NOUL (JICA SV) LNTA
	Afternoon	Overall Practice (at Dao Savan Hotel)		NOUL (JICA SV)-LNTA
14/08	Morning	English Skill for Front Desk	Ms. Darling Sithiveth	JICA Project Team
	Afternoon	Summary and Evaluation Closing	Mr. Tetsuo Isono Mr. Syha Phannavong	NOUL (JICA SV)-LNTA PTD, JICA Project Team

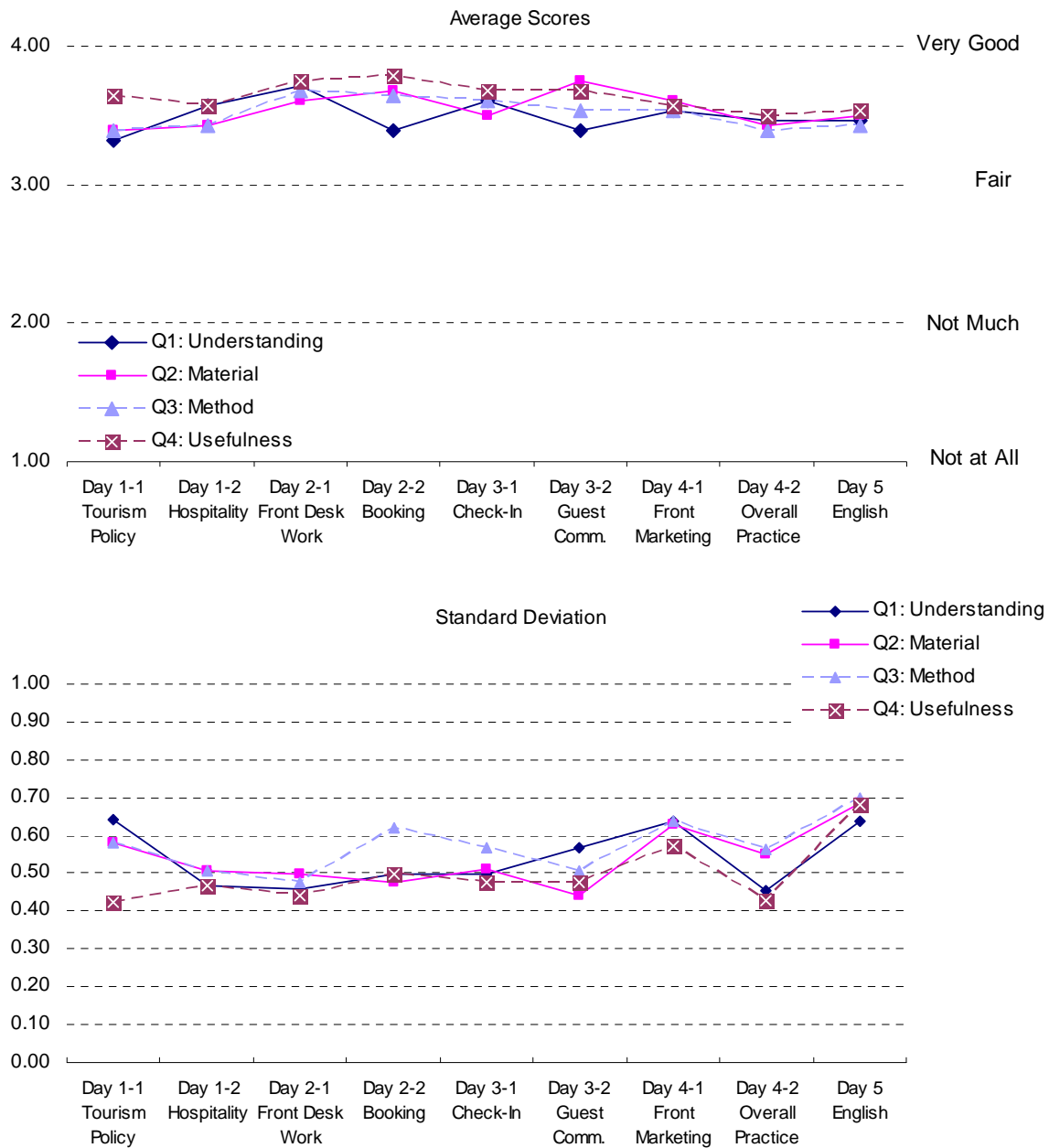
Note: JICA SV: JICA Senior Volunteer

Source: PTD Savannakhet, JICA Project Team

According to the evaluation of participants shown in charts below, both the levels of understating and usefulness were not low, however, scattering of answers was observed. This might be due to the difference in needs according to the location or type of customers in hotels or guest houses. “General Tourism Policy” and “English Skill for Front Desk” corresponded to this. For example, participants from hotels and guest houses in Savannakhet Town appreciated English skill in terms of understanding and usefulness, while those from districts did not see the necessity.

Meanwhile, “Front Desk Work”, “Reservation and Booking”, “Registration and Check-In”, and “Guest Communication” were considered to be useful despite of different situation of participants. It might be thanks to introduction of group work in small size and a lot of practices. In fact, understanding of “Reservation and Booking” and “Guest Communication” was relatively low, which meant some participants could not fully understand the lecture.

Figure 2.3.3 Evaluation of Front Desk Training by Participants



Source: JICA Project Team

It is not necessary to expect immediate upgrade of services through such short term training of 5 days. However, this training had great significance, because participants created fellow feeling through a lot of practices in small groups and learned importance of continuous efforts.

PTD Savannakhet has to make continuous follow up of the participants and support for establishing technical exchange opportunity. In addition, LNTA and PTD Savannakhet are in the stage requiring serious consideration how to secure the budget for organizing service improvement training without external financial support.

(2) District Tourism Coordinator Training

District Tourism Coordinator Training was conducted according to the following agenda, for purpose of enabling district coordinators to manage, coordinate and facilitate improved on-site tourist facilitation, beautification, environmental protection and active participation of local communities.

This training was jointly organized with Tourism Moral Promotion Committee workshop in order to practically apply the outputs of the committee. The committee has examined negative problems caused by the tourism development and measures to mitigate during the second fiscal year.

Title:	District Tourism Coordinator Training (with 3rd Tourism Moral Promotion Committee Workshop)
Place:	Savannakhet (Savan Saikong Resort Meeting Room)
Period:	Mon, August 31 to Tue, September 1, 2009 (2 days)
Purpose:	To upgrade management, coordination and facilitation ability of district coordinators
Lecturers:	PTD, Moral Promotion Committee members (14 persons), JICA Project Team
Participants:	District tourism coordinators in Savannakhet Province (15 persons)
Contents:	Refer to Table 2.1.9 District Tourism Coordinator Training Program

Table 2.3.6 District Tourism Coordinator Training Program

Date	Time	Subjects	Lecturers	Note
31/08	Morning	Opening Tourism Moral Promotion Group Discussion	Ms. Bounmy Khantivong Mr. Bounteung Xayavong	PTD PTD + MPC MPC + Coordinators
	Afternoon	Role of District Coordinators Administrative Issues Discussion	Ms. Bounmy Khantivong Mr. Tinkham + Ms. Sengathit	PTD PTD
01/09	Morning	Project Formation JOCA Project Contest Exercise: JOCA Project Contest Tourism Marketing	Mr. Syha + Ms. Vanvilay Ms. Darling Sithiveth Mr. Bounteung + Mr. Somsanouk	PTD JICA Project Team Coordinators PTD
	Afternoon	Tourism Business Supervision Closing	Mr. Khonphan + Mr. Khonsavan Ms. Bounmy Khantivong	PTD PTD

Note: MPC: Tourism Moral Promotion Committee

Source: PTD Savannakhet, JICA Project Team

Result of the training is expected to contribute to the enhancement of public-private-community collaboration which was one of the focal point of discussion at the Second Joint Coordinating Committee (JCC) meeting.

□ [Task 13] Preparation for Collaboration between LNTA/PTD and Private Sector (Continued)

At the Second Joint Coordinating Committee (JCC) meeting, it was identified a necessity to include tourist site communities into consolidation of public-private collaboration. Next day of the JCC meeting, the following Working Group meeting was organized with participation of representatives of villagers at 4 tourist sites in Champhone District in order to exchange opinions how to consolidate public-private-community collaboration.

Title:	6th Working Group Meeting (Workshop with tourist site communities)
Places:	4 Villages along Champhone Tour Circuit (Done Deng, Taleo Gao, Nong Lamchan, Dongmuang)
Period:	Thu, June 11, 2009
Purpose:	To seek the way for tourism promotion through public-private-community collaboration
Lecturers:	LNTA, PTD, JICA Project Team
Participants:	LNTA (Vice Chairman, DG of Marketing and Promotion), PTD, Working Group members, Representatives of each village, JICA Laos Office, JICA Project Team
Contents:	<ol style="list-style-type: none"> 1. Report on current situation of tourists and issues (by each village leader) 2. Discussion on contribution of tourism to village economy and industry 3. Discussion on possible tourism promotion measures conducted by villagers 4. Demand and opinions from the private sector, etc.

Currently, the following activities to support tourist site communities, mainly for improving on-site tourist facilitation, are being carried out in Champhone District. For other tourist circuits, as of September 2009, initial identification surveys are being conducted and possible supporting activities are under study.

Table 2.3.7 Activities for Supporting Tourist Site Communities

Tourist Site / Village	Specific Activities	Common Activities
Turtle Lake / Done Deng Village	Turtle Feed Development by local experts Training for Turtle Feed Making (06-08/07/09) Village Tourist Map (08/08-09/09/09) Turtle Drawing Contest (08/09-30/09/09)	Identification Survey (24/06/09) Public Awareness Tourist Facilitation by providing signs (Non-verbal communication)
Taleo Old Temple / Taleo Gao Village	Additional Road Signs Village Tourist Map (08/08-09/09/09)	- Clean WC - Food Shop
Hotay Pidok / Nong Lamchan village	Village Tourist Map (08/08-09/09/09) Additional Road Signs Training for Food Service Improvement (10/09)	- Drink Shop - Handicraft Shop - Local Guide Service
Monkey Forest / Dongmuang Village	Village Tourist Map (08/08-09/09/09) Medical Plant Survey (22/08/09) Forest Guide Arrangement	

Source: JICA Project Team

Each of these activities is small. However, through participative improvement of on-site tourist facilitation by each village, it must be possible to increase level of satisfaction of visitors, to extend their length of stay, and finally to increase their expenditure.

Once the tourist experience becomes richer at every tourist site, tourism related private companies based in Savannakhet will certainly pay more attention as business. Public-private-community collaboration will be increasingly strengthened. During the third fiscal year, it was decided that FAM Trip 2 would be organized as joint promotion activities, by applying revised or modified outputs of the Marketing Training.

■ [Task 21] Development of Website for Tourism in Savannakhet

The new LNTA website developed during the second fiscal year contains presentation of each destination including Savannakhet Province. The contents, however, was based on the available information at LNTA and was not the latest. However, if each province develops own website separately, it may cause confusion among potential tourists. It is desirable to establish a system which enables each PTD to update relevant pages of LNTA under LNTA supervision or control.

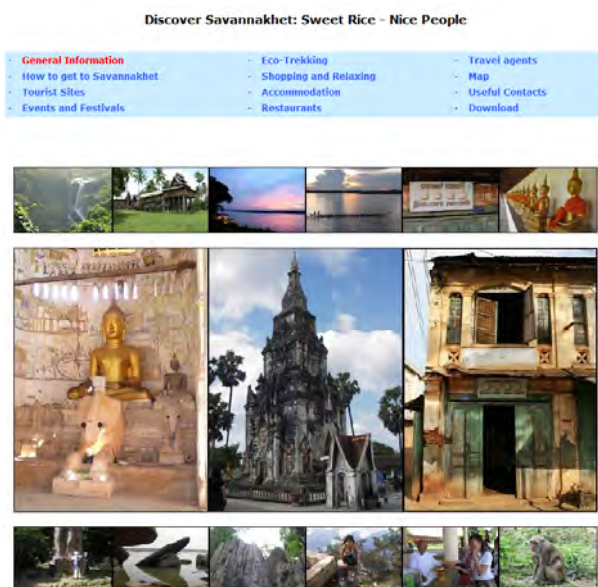
In accordance with such concept, it was decided that PTD Savannakhet would update and revise the relevant pages of LNTA website. It is also expected that PTD Savannakhet becomes a model for other provinces.

Firstly, 5 technical staff from each division of PTD and 1 staff of Eco-Guide Unit were nominated. Then, intensive 3-day training was conducted for the 6 members by 2 lecturers from Cyberia Co., Ltd. which had developed LNTA website.

Title:	Tourism Website Training
Place:	Savannakhet (JICA Project Team Office)
Period:	Mon-Wed, July 27-29, 2009 (3 days)
Purpose:	To enable PTD staff to update and add contents to related pages of LNTA website
Lecturers:	2 persons (1 engineer and 1 designer) from Cyberia Co., Ltd. which developed LNTA website
Participants:	PTD Savannakhet (5 persons), Eco-Guide Unit (1 person)
Contents:	How to process pictures, how to use LNTA website manager, how to upload files, etc.

6 members who had attended the website training examined the contents to be revised and added, presented the draft Savannakhet pages to Director of PTD and finally updated the Savannakhet pages of LNTA website by October, 2009, which is prior to the tourism high season in Laos.

Figure 2.3.4 Savannakhet Index Page of LNTA Website



Source: LNTA Website

■ [Task 22] Preparation and Submission of Bi-Annual Report 2

Bi-Annual Report 2 was prepared by summarizing the results of the first half of the third fiscal year.

■ [Task 23] Monitoring of Utilization of Informational Materials

Continuous monitoring has been conducted on utilization of tourist information produced under [Task 20] and [Task 21]. Based on the result of monitoring, necessary improvement, update and additional printing were made.

(1) Produced Tourist Information

Tourist information materials that have been produced by January 2010 are listed in the table below.

Table 2.3.8 Produced Tourist Information Materials (As of January 2010)

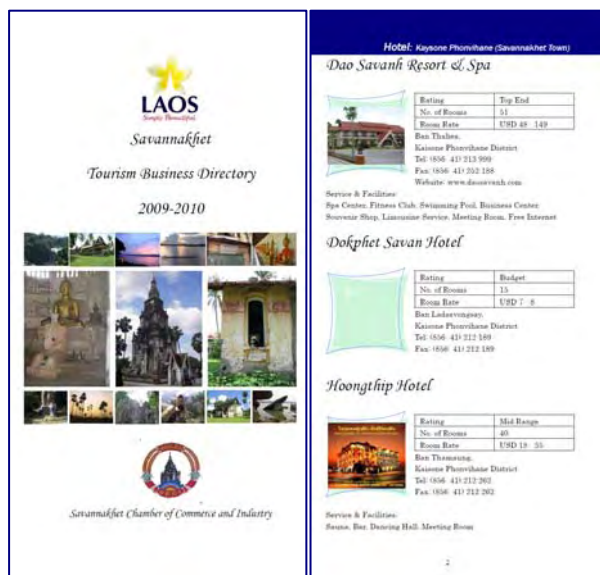
	Type	Form	Distributed to	Languages and Number
1	Tourism Brochure (Revision of Existing Area Guide) 1. Savannakhet Province 2. Savannakhet Town 3. Route No. 13 4. Route No. 9	A4, 3-fold Color	Savannakhet: Information Center Vientiane: Information Center	English: 2,000 each
2	Tourism Brochure (Tourism Circuits and Products) 1. Savannakhet Downtown 2. Savannakhet Outskirts 3. Champhone Circuit 4. Mekong South Circuit 5. Ho Chi Minh Trail 6. Savanh Food 7. Handicrafts & Souvenirs	A4, 3-fold Color	Savannakhet: Information Centers, Hotels & Guesthouses, Restaurants, Tour Companies, Airport, Bus Station, etc.	English: 11,000 each Thai: 6,000 each Lao: 2,000 each
3	Tourism Brochure (Distributed outside of province) 1. General Brochure	A4, 3-fold Color	Information Centers: Vientiane, Thakek, Pakse, Mukdahan, Nakonphanom, etc.	English: 5,000 Lao: 1,000
4	Tourism Promotion Posters 1. Historic Downtown 2. That Ing Hang 3. Hotay Pidok 4. Monkey Forest 5. Ho Chi Minh Trail-1 6. Ho Chi Minh Trail-2 7. Stone House 8. Laha Cotton Weaving	A1 (paper) Color A1 (vinyl) Color	Savannakhet: Same as No. 2 above Vientiane: Information Center, Tour Companies, Guesthouses, etc. Thai: Tour Companies Vietnam: Tour Companies	English, Thai, Lao, Vietnamese: Paper: 300 each Vinyl: 6 each (Paper posters were only for 1 to 6)
5	Post Cards 1. Historic Downtown 2. That Ing Hang 3. Hotay Pidok 4. Monkey Forest 5. Ho Chi Minh Trail-1 6. Ho Chi Minh Trail-2 7. Stone House 8. Laha Cotton Weaving	Post Card Size Color	Savannakhet: Information Center, Hotels and Guesthouses, Restaurants	200 each
6	Tourist Site Direction Signs 1. Savannakhet Outskirts 2. Champhone Circuit 3. Mekong South Circuit	Steel 40 by 120 cm	At major junctions For tourists by car	English and Lao 29 points, 61 posts, 93panels

7	Tourist Site Direction Signs Savannakhet Town	Steel 20 by 80 cm	At major junctions For tourists on foot	English and Lao 42 posts, 95 panels
8	On-Site Interpretation Boards 1. Savannakhet Outskirts 2. Champhone Circuit 3. Mekong South Circuit 4. Ho Chi Minh Trail	Frame: Wood Panel: Steel 90 by 180 cm	Tourist sites along the 4 tour circuits where information are available	English and Lao 21 sites
9	On-Site Tourist Maps 1. Turtle Lake & Village 2. Taleo Temple & Village 3. Hotay Pidk & Village 4. Monkey Forest & Village	Frame: Wood Panel: Wood 120 by 180 cm	Major tourist sites along Champhone Circuit; Produced by villagers based on PTD guidelines	English and Lao 4 sites
10	Tourist Maps Savannakhet Province	Frame: Wood Panel: Vinyl	Province Map with photos	English 1 and Lao 1 PTD Information Center
11	Tourist Maps Savannakhet Town	Frame: Wood Panel: Vinyl	Town Map with photos	English: 4 places
12	Tourist Information Sign and Tourist Information Master File (Information on tourist sites, access, accommodation, places to eat, etc.)	Signs: A3 on Wall A5 on Desk Files: A4, B/W	Savannakhet Province: Hotels and Guesthouses, Restaurants, Tour Companies, Airport (Airlines), Tourist Sites, etc.	English: 50 copies (with explanation in Lao)
13	LNTA Website http://www.tourismlaos.org	-	Tourism information throughout the country	English
14	Savannakhet Tourism Website http://www.tourismlaos.org	-	Established in the LNTA Website	English
15	Tourism Business Directory	21 by 11 cm Color	Hotels, guesthouses, tour companies and restaurants in Savannakhet Province	English Only PDF Version

Note: Information supplied to a new Thai guidebook “Sabaidee Pathet Lao” and a Japanese guidebook revision of “Chikyuo no Arukikata”

Source: JICA Project Team

Figure 2.3.5 Tourism Business Directory Produced by PTD and Private Sector



Source: JICA Project Team

(2) Utilization of Brochures, Posters and Tourist Information Master File

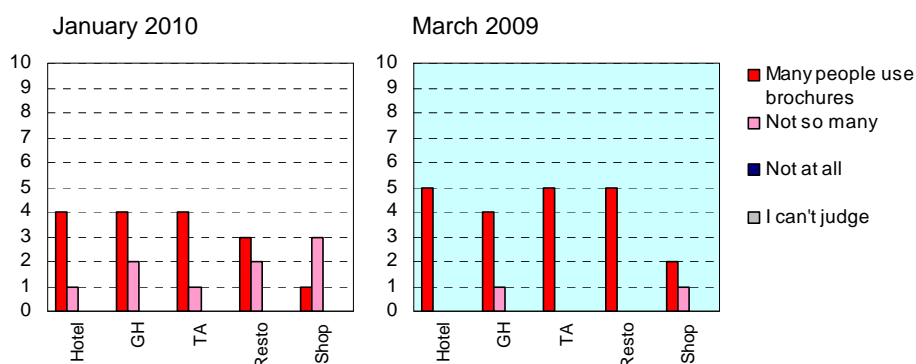
Brochures, posters and tourist information are delivered to tourists not only at the public tourist information centers but also widely through the private organizations engaged in the tourism in Savannakhet.

A monitoring of 26 organizations engaged in information delivery (5 hotels, 6 guesthouses, 5 tour companies, 5 restaurants and 5 shops) was conducted in January 2010 by using a questionnaire. The results are summarized below in comparison with the result of the same questionnaire survey in March 2009.

Tourism Brochures:

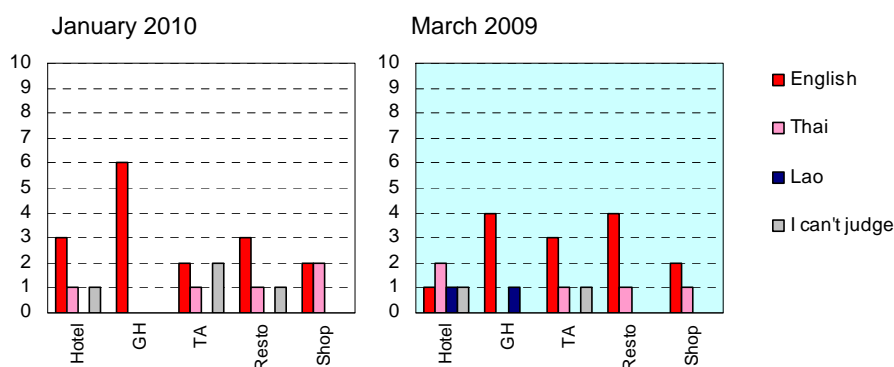
Though the delivery of brochures to tourists seems decreasing in comparison with the situation in March 2009, many tourists still get brochures at hotels, guesthouses and tour companies (from 21/23 to 16/25).

Figure 2.3.6 Distribution of Brochures



Use of English is dominant among the 3 languages. Demand of Thai language is continuously high at hotels, tour companies and shops that are frequently used by Thai tourists. Meanwhile, needs of Lao language became almost invisible.

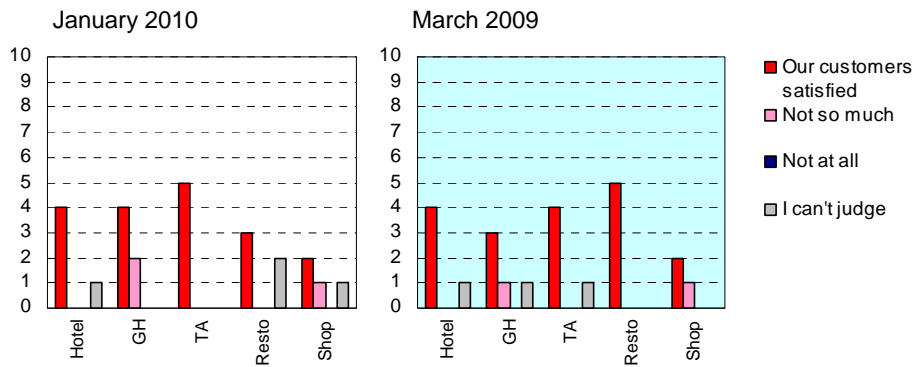
Figure 2.3.7 Popular Language of Brochures



Individual comments included requests for French, German, Spanish and Vietnamese. However, taking into account the capability of PTD staff, it may be difficult to continuously update brochures in various languages, and may be unrealistic.

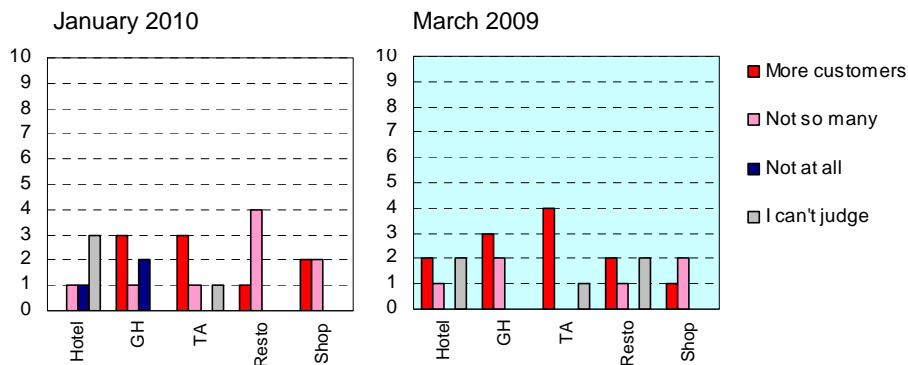
The level of satisfaction of guests or customers seems as high as that in March 2009. The answers “I can’t judge” were increased in restaurants. The two restaurants that gave such answers are popular among local customers. It is possible that local customers got tired of reading the same brochures.

Figure 2.3.8 Satisfaction of Guests or Customers by Brochures



In hotels, opinions that the brochures can contribute to promotion of their business were decreased. Since hotels in Savannakhet receive a few FIT, the guests usually can not extend the stay even if they are interested in the tourist sites introduced in brochures.

Figure 2.3.9 Business Promotion Effect of Brochures

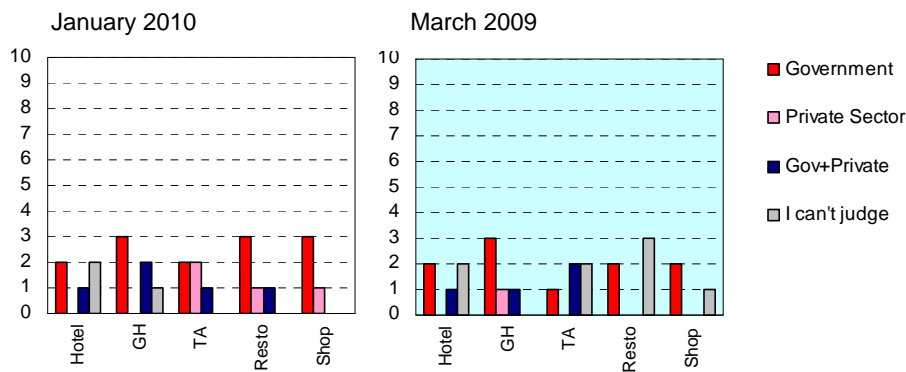


Meanwhile, for guesthouses which receive mainly FIT as guests, 2 of them answered “Not so many guests come” and 3 of them felt favorably “More guests come” or extended the stay. All of these 5 guesthouses are introduced in foreign guidebooks and famous among foreign tourists. Among the guests of the guesthouses that gave the answer “Not so many guests come”, some guests participated in FAM Trip 2 that will be later explained and some of them had extended the stay for it.

Both the 2 guesthouses that answered “Not so many guests come” are managed only by employees and the owners do not appear at the front desk. The difference in management policy might be the reason for the difference in business promotion.

As for desirable financial source for printing brochures, more than half respondents (13/25) like to rely on the Government. It should be noted, however, opinions that private sector can contribute to or can cooperate with the Government were increased (from 5/23 to 9/25).

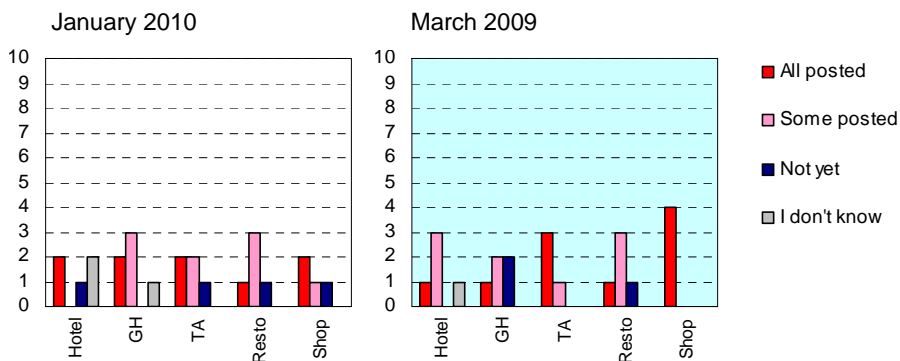
Figure 2.3.10 Desirable Financial Source for Printing Brochures



Tourism Promotion Posters:

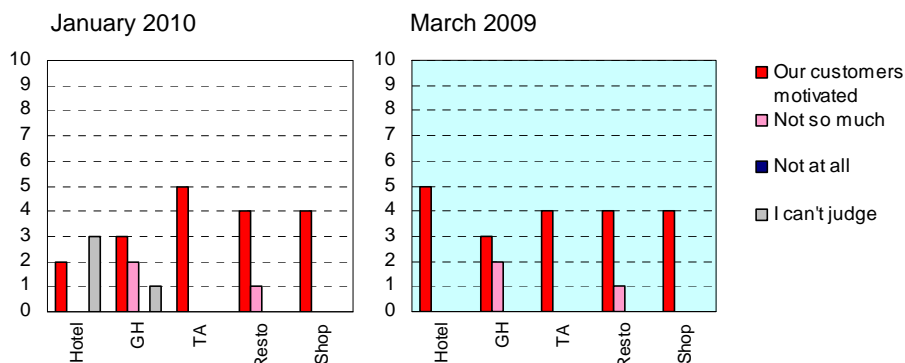
Diffrentent from the brochures, the posters have not been additionally supplied unless requested by private companies. As a result, utilization of posters was slightly decreased due to tear or faded color by sunshine (from 19/23 to 18/25). In particular, among shops where many promotion posters are frequently distributed by manufacturers, this tendency is more evident.

Figure 2.3.11 Usage of Posters



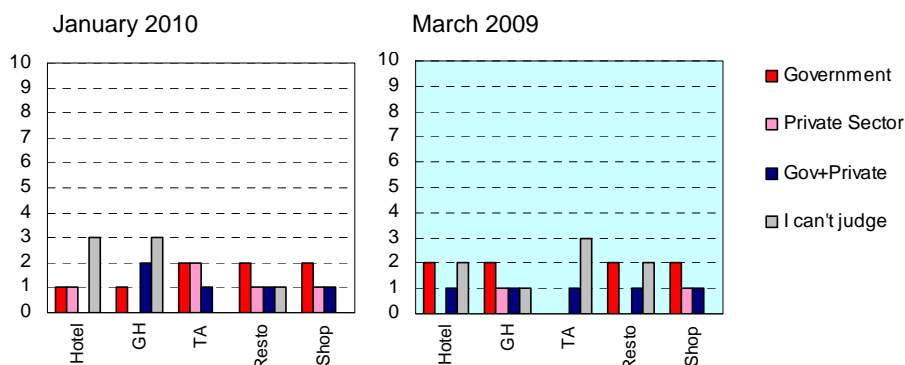
The number of hotels that feel motivation effect of posters was decreased, since the number of hotels using posters was decreased. However, those who feel motivation effect of posters are still many among guesthouses, tour companies, restaurants and shops.

Figure 2.3.12 Motivation Effect by Posters



Similar to the case of brochures, the number of those who agree to share the cost of poster production between the Government and private sector was increased (from 7/23 to 10/25).

Figure 2.3.13 Desirable Financial Source for Printing Posters

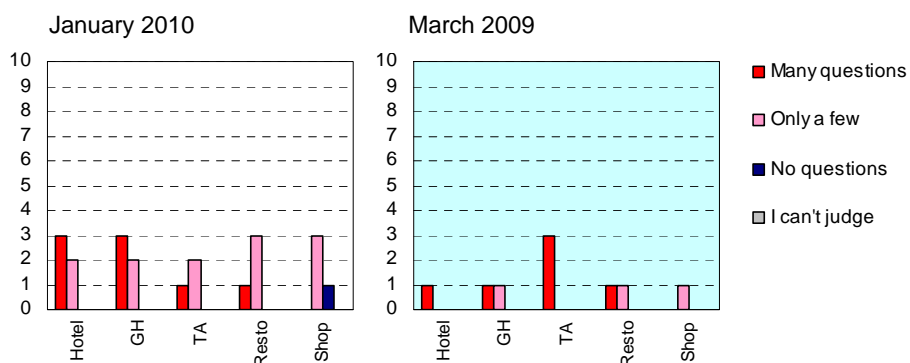


Tourist Information Master File:

Different from brochures and posters, it requires more accurate descriptions and frequent update, while visual outlook is less important. Therefore, it is one of the most appropriate task for the current PTD to do so systematically and to deliver the information to the tourists directly at information centers or indirectly through the private companies engaged in the tourism.

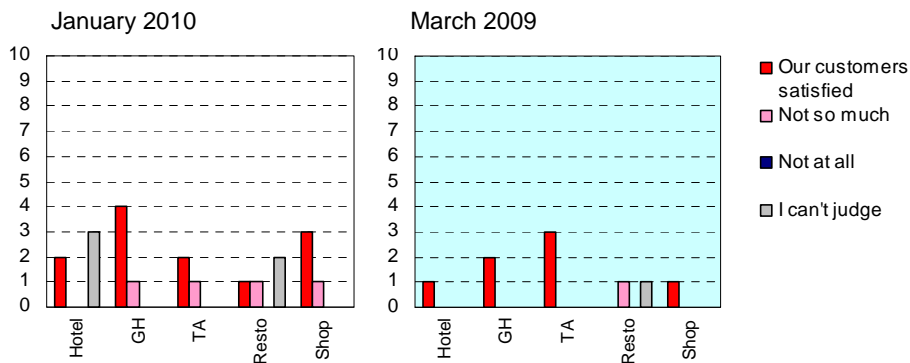
20 among 21 organizations which use Tourist Information Master File and answered to the questionnaire, have ever received questions from their guests or customers, and have ever given information by using the Master File. In particular, guests at hotels or geusthouses tended to ask information.

Figure 2.3.14 Questions Received by Guests



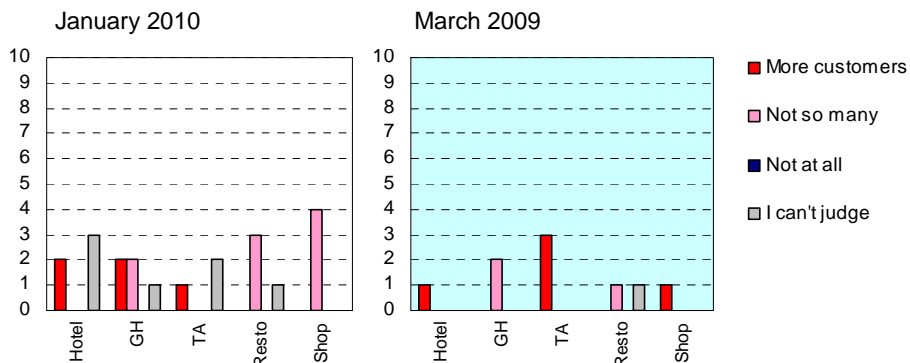
The level of satisfaction of the guests or customers who had got information by the Master File was especially high at guesthouses. The guesthouse which answered “Not so much” was the same guesthouse that gave the answer “Not so many guests come” for the question about brochures. It might be due to the management policy too.

Figure 2.3.15 Satisfaction of Guests by Tourist Information Master File



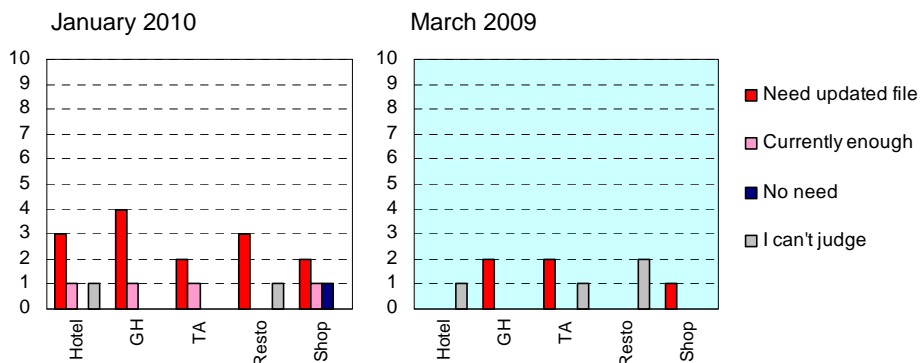
The number of those who felt favorable effect by using the Master File was increased among hotels and guesthouses.

Figure 2.3.16 Business Promotion Effect by Tourist Information Master File



Most respondents answered expectation for continuous update of the Master File by PTD (14/21).

Figure 2.3.17 Necessity of Update for Tourist Information Master File

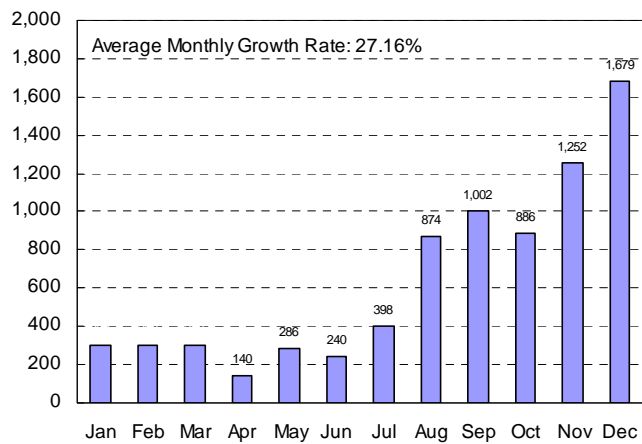


(3) Utilization of LNTA Website

LNTA Website came into operation by the end of the year 2008. Then, the contents of Savannakhet pages were drastically improved by PTD staff in September 2009.

Monthly access numbers of LNTA Website during the year 2009 are as shown in the figure. Access number has been steadily increased since July 2009. Average monthly growth rate during 2009 was 27.16%.

Figure 2.3.18 Visitors to LNTA Website (2009)

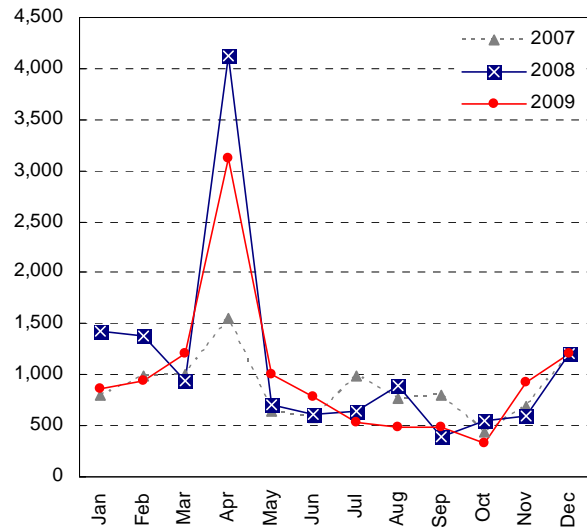


(4) Utilization of Other Tourist Information

Road signs and on-site interpretation boards, on-site tourist maps along the 3 tour circuits based from Savannakhet are frequently used by tourists. Some participants in FAM Trip 2 which will be explained later specifically referred to usefulness of them.

However, quantitative analysis of utilization of such tourist information has not been conducted. Figure in the right shows the monthly numbers of visitors at Turtle Lake along the Champhone Circuit in 2007, 2008 and 2009. The data is based on the admission ticket sales record and is comparatively reliable.

Figure 2.3.19 Visitors to Turtle Lake



The outstanding numbers of visitors in April are resulted from Lao New Year holidays. However, the annual total numbers for these 3 years seem almost same.

The level of contribution of such tourist information has not been confirmed yet. It should be noted that these tourist information materials are thoroughly maintained by tourist site villagers in good conditions, though they are located far from Savannakhet Town and often in the rural area or in the forest.

Tourist site direction signs and maps which are recently posted in Savannakhet Town are often used by foreign tourists. Continuous monitoring should be conducted. Tourism Business Directory firstly released on LNTA Website, then printed by tourism related industry groups. Thus, it is evident that the tourism promotion efforts are being made in collaboration with the private sector.

□ [Task 15] Tourism Promotion through Collaboration of Public and Private Sectors (Repeated)

Following to the last year, JICA Project Team supported to consolidate the joint promotion activities with necessary revision and improvement.

(1) Supported Joint Promotion Activities

Joint Promotion Activities supported during the third fiscal year were mainly as follows:

1. Participation in the Tourism Fair upon World Eco-Tourism Conference (15-18/07/2009)
2. Participation in That Ing Hang Festival & International Trade Faire (28/11-03/12/2009)
3. Introduction of Savannakhet to Federation of Thai Tourism Associations (11/13-12/2009)
4. Organization of FAM Trip (06-10/01/2010)
5. Participation in the Tourism Fair of the 5 Central Provinces 2010 (27-31/01/2010)

(2) Implementation Process

Participation in the 3 tourism fairs above has been firmly established as one of the PTD tasks in cooperation with the private sector. It is, however, not sure that PTD staff has recognized the purpose and significance of participation in such tourism fairs. For example, upon the tourism fair of the 5 Central Provinces 2009 taken place in Vang Vieng, PTD Savannakhet cleared exhibition away and returned home before the weekend/final day on which more general tourists including foreigners would visit. Meanwhile, LNTA and other provinces maintained exhibitions. Such attitude represents just doing routine work of government officers. The private sector might not expect anything from the tourism fair since its effect has never been measured.

While, a visit of 45 members of Federation of Thai Tourism Associations was unanimously welcomed by tourism related industries in Savannakhet with high expectations, though the event was organized by and for Lao Airlines and Savan Vegas Hotel. It seemed that tourism related industries in Savannakhet felt urgent needs to have tourism information and business directory for the promotion purpose.

FAM Trip 2 was organized as a trial tour by inviting real tourists visiting Savannakhet, while the purpose of FAM Trip 1 had been to promote Savannakhet through tourism industry and media. The outlines of FAM Trip 2 were as described below.

Title:	FAM Trip 2
Period:	06/01/2010 - 10/01/2010 (5 days)
Program	
Program 1: Champhone:	Sui Lake, Monkey Forest, Hotay Pidok, Taleo Old Temple, Turtle Lake and Kengkok Market
Program 2: Xayphouthong:	Stone House, Stone House Village, Mekong River Cruise, That Phone, That Phone Village and School
Targets:	Tourists visiting Savannakhet (80%), Tourism related Lao (Priority given to the participants in the Marketing Training in July 2009) (20%), Foreign residents in Savannakhet (in case seats available)
Participants:	Foreign Tourists (approximately 110), Tourism related Lao (19), Foreign residents (18)
Recruitment:	Advertised at hotels, guesthouses and restaurants, then booking made by telephone call from hotels and guesthouses, or direct booking made at PTD tourist information center

(3) Evaluation of FAM Trip 2

Based on the evaluation given by the foreign participants, analysis was made as follows. Foreign residents in Laos and Lao participants were excluded from the analysis since they have preconception on visited tourist sites and different needs for a day trip.

Nationality:

Nationalities of foreign tourists who gave valid answers were more than 10. It was reconfirmed that various travelers visit Savannakhet thanks to good connection to other areas of GMS. Among others, French, Dutch and Canadians were most frequent.

Gender:

Male and female occupied 62% and 38% respectively.

Age Group:

It was foreseen that foreign participants of 40s and early 50s would be few. However, it was unexpectedly found that foreign participants older than 55 occupied one third of the total foreign participants.

In addition, foreign participants between 26 and 40, generally being working generation, were more than those between 18 and 25, usually consisting major part of backpackers.

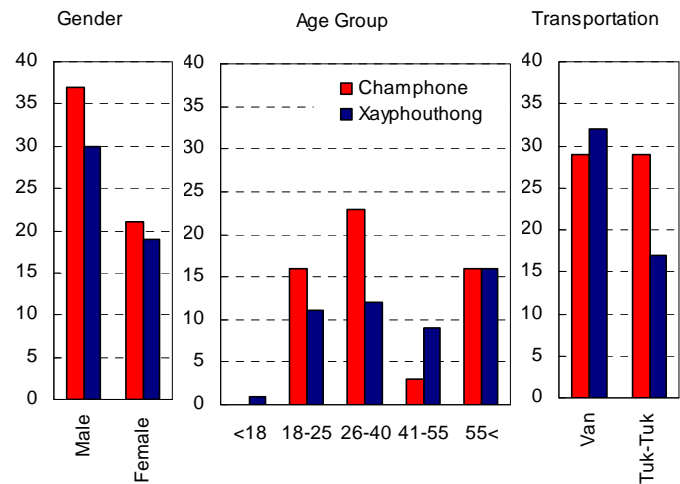
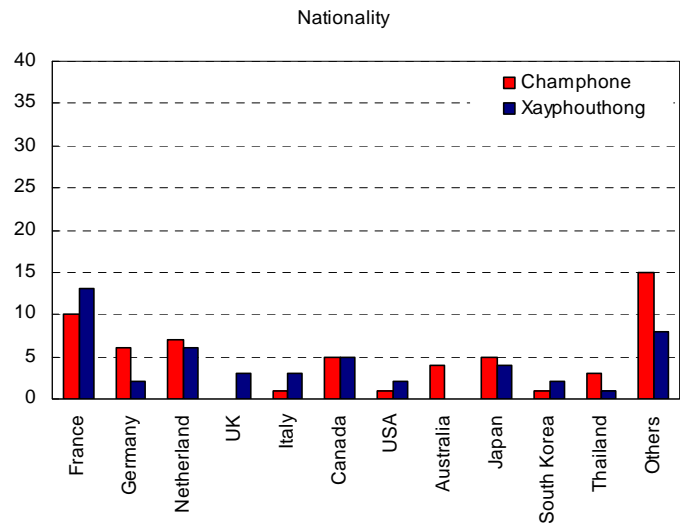
Length of Stay in Savannakhet:

Majority of foreign participants stayed in Savannakhet between 2 and 6 days. The average length was around 4 days. It was estimated that they stay in Savannakhet approximately 20% of the total stay in Laos (average 20 days).

Transportation Means:

This is not a participant's attribution. In order to identify the difference in satisfaction and value of the programs, two different means were used: mini-van and Tuk-Tuk. Each program used those means alternately.

Figure 2.3.20 Characteristics of Participants



Length of Stay in Savannakhet

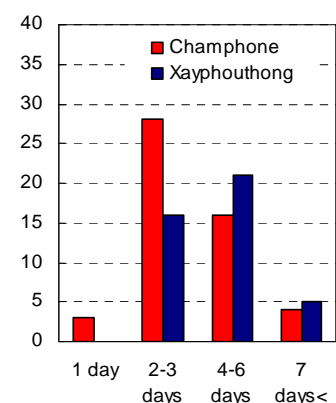


Table 2.3.9 Number of Participants in FAM Trip 2 by Transportation Means

Program	06/01		07/01		08/01		09/01		10/01		Total	
	1	2	1	2	1	2	1	2	1	2	1	2
Transportation	TT	MV	MV	TT	TT	MV	MV	TT	TT	MV	-	-
Booking	12	13	19	12	19	22	30	16	18	13	98	76
Participants	10	8	15	13	17	20	22	11	14	15	78	67
Foreign Tourists	10	6	14	10	13	14	15	7	6	12	58	49

Source: JICA Project Team

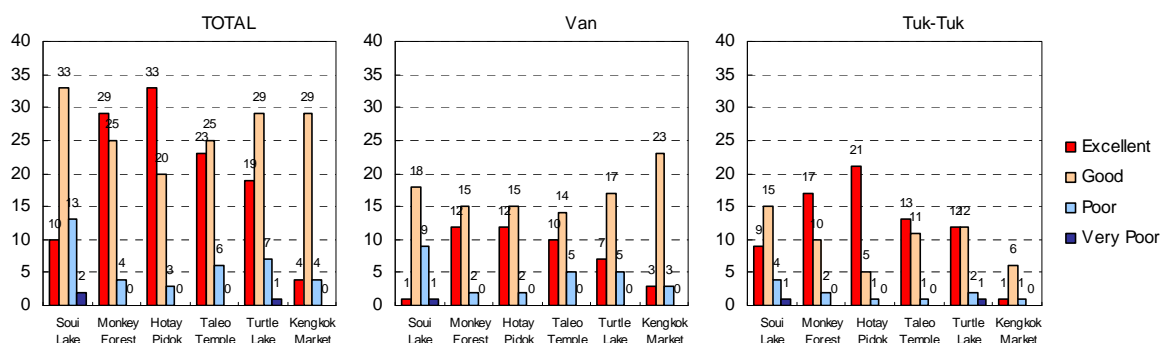
Figure 2.3.21 FAM TRIP 2



Source: JICA Project Team

Evaluation of Tourist Sites:

Figure 2.3.22 Evaluation of Tourist Site for Program 1: Champhone

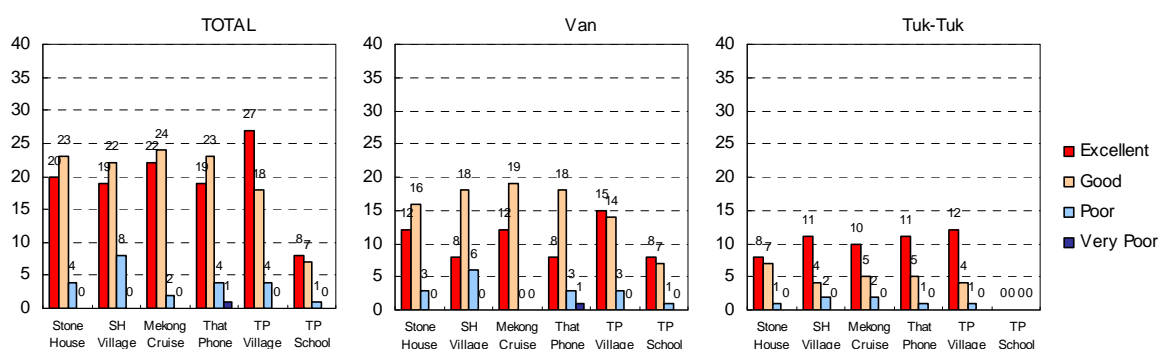


Hotay Pidok library which keeps more than 4,000 Buddhist scriptures of 400 year-old got the highest points, followed by Monkey Forest where wild monkeys are protected by villagers, and Taleo Old Temple which has some fusion of Catholic Church characteristics in a Buddhist temple.

Specific comments given by the foreign participants were as follows:

Good variety of sites	(10)	More information needed	(8)
Friendly people	(5)	Stops for photo needed	(4)
Nice to feed animals	(4)	A little bit too long	(4)
Good Taleo Old Temple	(3)	Not good to feed animals	(3)
Interesting Market	(2)	Sui could provide boats	(2)
Beautiful Sui and rice fields	(2)	Forced Buddhist rituals	(2)
Beautiful sites and scenes	(1)	Too many old temples	(1)
Helpful interpretation panels	(1)		
Wonderful forest walk	(1)		
Interesting noodle making	(1)		

Figure 2.3.23 Evaluation of Tourist Site for Program 2: Xayphouthong



The highest evaluation was given to That Phone Village where participants could see ordinary rural villagers' life: broom making by using palm tree fiber, palm sugar processing and natural salt producing. It was more appreciated than Stone House of Khmer era or That Phone Stupa crowded by Buddhists praying for worldly interests. Mekong River Cruise got the second place, but some participants commented on lack of attraction. Originally, it was planned to land Sanut Island located in the Mekong River. However, it was abandoned due to shortage of the time.

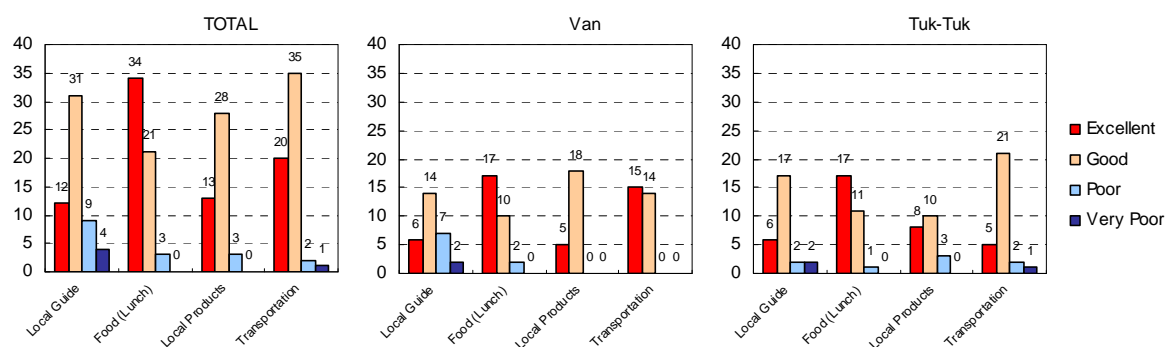
Specific comments given by the foreign participants were as follows:

A good day trip	(9)	More information needed	(9)
Interesting village workshops	(6)	Cruise needs attractions	(5)
A good break of river cruise	(3)	Long drive to Stone House	(1)
Good choice of visiting sites	(2)	Stone House be restored	(1)

It was surprising that the evaluation of tourist sites were generally higher for the participants used Tuk-Tuk than for those used mini-van, for both the tour programs. This result was not expected by even JICA Project Team. The reason for this will be examined later in this report.

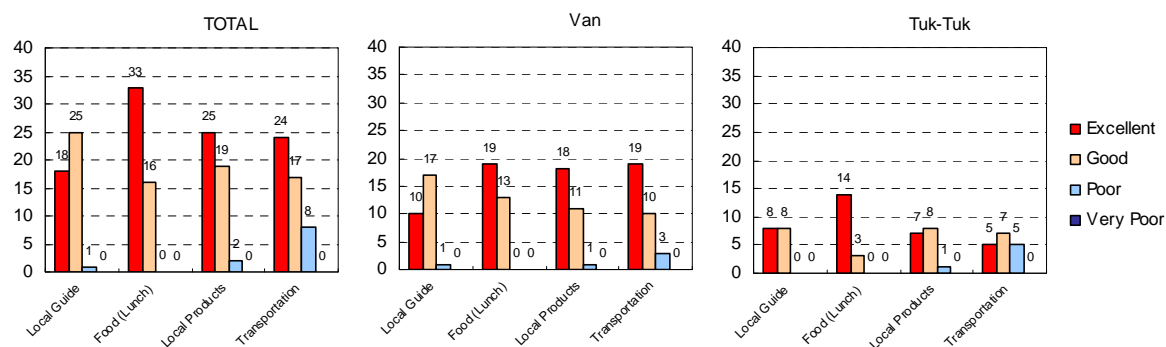
Evaluation of Services:

Figure 2.3.24 Evaluation of Services for Program 1: Champhone



Good lunch	(4)	Guides need more explanations	(14)
Nice and helpful guides	(4)	Guides should speak better English	(5)
Tuk-Tuk fun (Tuk-Tuk user)	(2)	Tuk-Tuk is uncomfortable (Tuk-Tuk user)	(5)
Good transportation (Mini-Van user)	(1)	Hard to communicate with guides	(2)
Good transportation (Tuk-Tuk user)	(1)	Garbage scattered	(1)

Figure 2.3.25 Evaluation of Services for Program 2: Xayphouthong



Informative and nice guides	(9)	Guides need more explanations	(3)
Good lunch	(8)	Roads need improvement	(3)
Good transport (Mini-Van user)	(2)	Tuk-Tuk is uncomfortable (Tuk-Tuk user)	(2)
Good dust experience (Tuk-Tuk user)	(1)	More WC needed	(2)
Tuk-Tuk is the best way (Tuk-Tuk user)	(1)	Mini-Van is uncomfortable (Mini-Van user)	(1)
		Mini-Van is not eco-friendly (Mini-Van user)	(1)
		Lack of handicraft to buy	(1)

For both the programs, food (lunch) was the highest. This might be contribution of Food Service Training at the village level conducted between October and December 2009. It was proved that practical training can improve tourist services even in the rural villages, up to the internationally satisfactory level.

For Xayphouthong program, local products got the second highest evaluation in accordance with the site evaluation. Meanwhile, local products got lower evaluation in Champhone program. It might be due to the lack of time to see rural life of villagers in Champhone program, as there were more sites to see. It may be possible to get the same level of satisfaction on local products in Champhone program by improving or rearranging the program contents.

It is evident that a tour guide is an important element of the tour. However, the trial tours did not employ any professional tour guides in order to avoid or minimize influence of tour guides on evaluation of sites and programs. Therefore, comments about lack of explanations are often seen. Meanwhile, many participants appreciated friendliness and usefulness of tour guides and local guides. It is sure that tour guide training can improve their capacity.

As for the transportation means, more participants among mini-van users gave “excellent” evaluation than those among Tuk-Tuk users. This is quite normal result (mini-van is 3 times more expensive than Tuk-Tuk). However, it should be noted that 5 participants among Tuk-Tuk users of each program gave “excellent” evaluation. For these participants, Tuk-Tuk provided some attractiveness that mini-van could not offer.

Value of the Programs (Prices that the participants were willing to pay):

Figure 2.3.26 Value of Program 1: Champhone

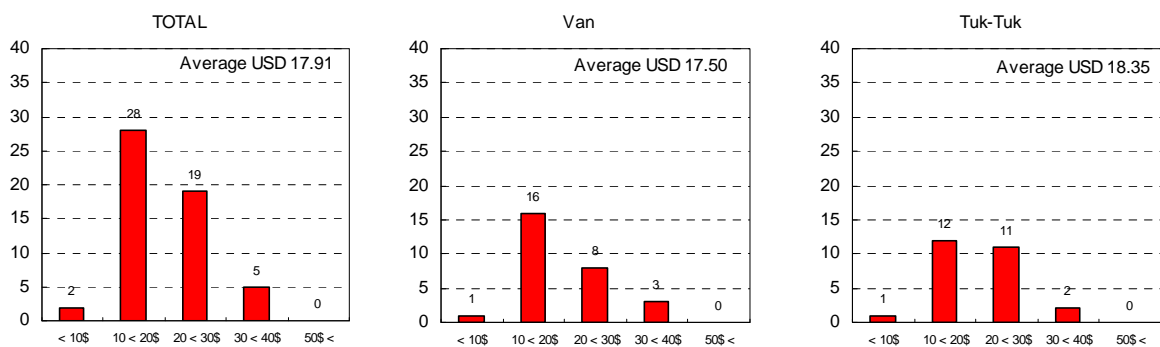
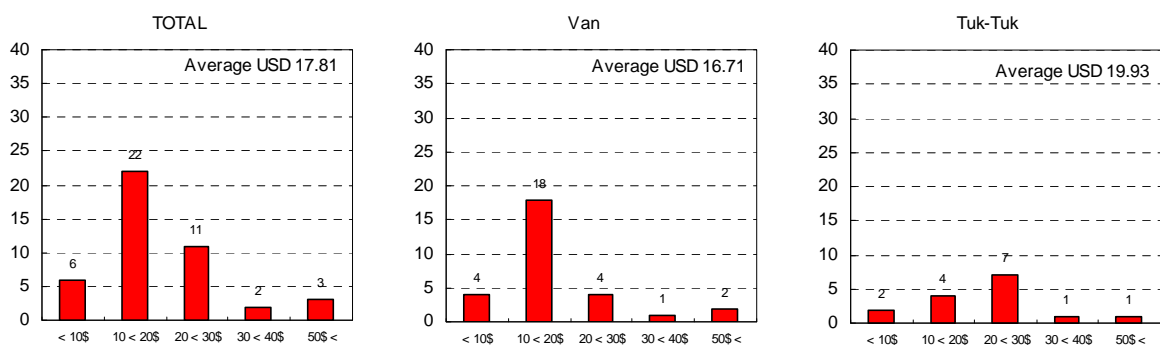


Figure 2.3.27 Value of Program 2: Xayphouthong



Value of the program was asked to the participants by indicating the price that they were willing to pay for. For the total participants, both the programs commonly resulted in an average price of a little lower than USD 18.00, though larger dispersion was observed in Xayphouthong program.

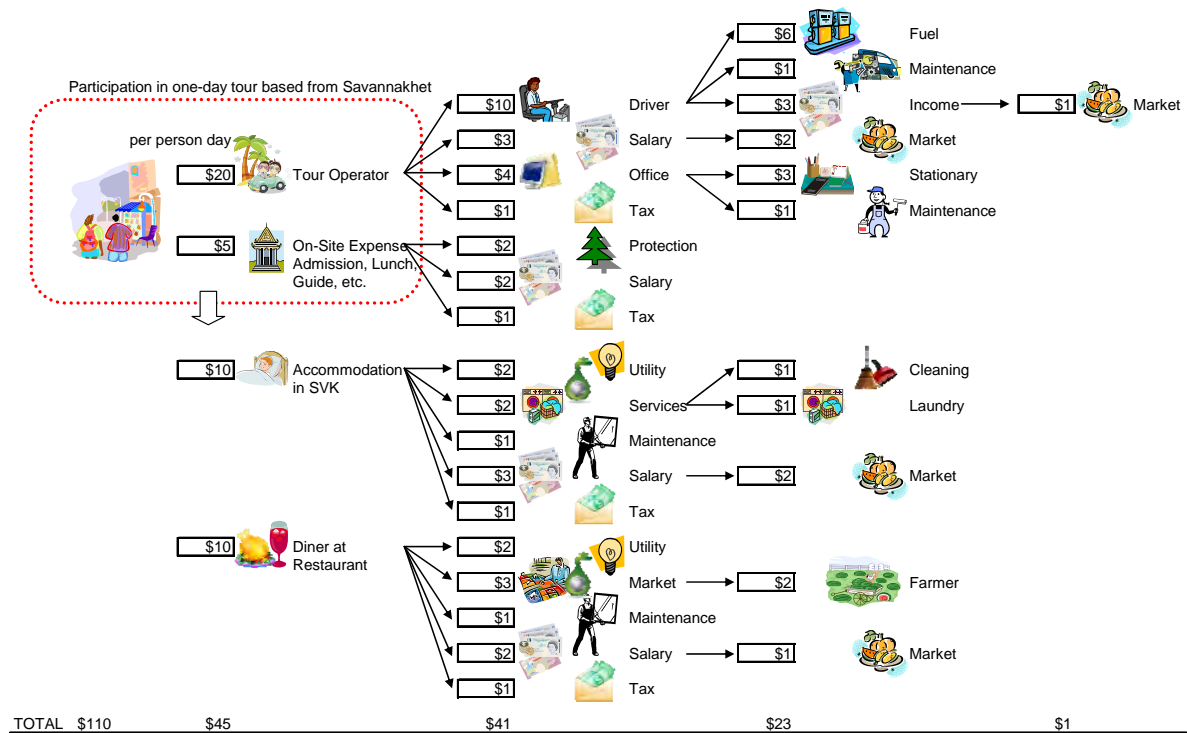
However, comparison according to the means of transportation revealed that Tuk-Tuk users tended to give higher prices than mini-van users. On average, the difference was a little lower than USD 1.00 in Champhone program, and more than USD 3.00 in Xayphouthong program.

Conclusion:

- For each of both the programs, approximately 10 foreign tourists participated. This suggests feasibility of business, though cooperation among concerned organizations would be necessary.
- Most of foreign visitors stay in Savannakhet between 2 and 6 days. However, many participants extended the stay or came from Vientiane upon getting the information. Current situation in Savannakhet that tourists stay short is not constraint at all.
- Among the participants of the trial tour, foreign tourists older than 55 occupied one third. They have enough time and money, and full of intellectual curiosity in Lao history, culture and traditions. Therefore, they are good potential customers for this kind of tour programs.
- For both the tour programs, Tuk-Tuk users presented higher satisfaction than mini-can users. As a result, value of the tour by Tuk-Tuk was conversely higher than that by mini-van. According to interviews to the participants, the tour by Tuk-Tuk could make them experience more attractively rural life and landscape of Laos.
- Foreign participants were all individuals or in pairs, except for 1 group of 4 Thai tourists.
- In case of mini-van, assuming at USD 20 per person, it needs 8 to 10 passengers to be profitable. In case of Tuk-Tuk, applying the same price, it needs 3 to 4 passengers to be profitable with contribution of small economic benefit to the tourist site villages.
- Since some tourists prefer comfortable tours, both transportation means would be necessary. Marketing of mini-van use must target at small groups.
- High demand exists for explanation of history and background of tourist sites. However, it takes time to enhance capacity of tour guides. Efforts should be made in parallel to fill the gap between the demand and the capacity of tour guides by providing and improving on-site interpretation boards.
- It was confirmed that one-day rural village tours from Savannakhet were attractive for foreign tourists and able to generate economic contribution to rural villages. The largest problem is that current tourism administration and business in Savannakhet do not have a mechanism to conduct such tours on a regular basis. Sporadic visits of foreign tourists as events can not contribute to improvement of on-site tourist facilitation. PTD needs to think seriously how to develop and promote tourist sites in the province on a regular basis.
- The figure on the next page illustrates the mechanism of multiplied economic effect. If one tourist participates in a day tour program of USD 20, this tourist will bring 4.4 times larger economic effect (USD 110) including secondary and tertiary effect, including additional accommodation.

- Assuming that 10 tourists participate in the day tour per day during the dry season of 4 months (November to February); this mechanism can produce multiplied economic effect of USD 130,000 (LAK 1,171,000,000) in the province. Even this conservative estimation can indicate importance of regional tourism development and promotion.

Figure 2.3.28 Multiplied Economic Effect by One-Day Tour from Savannakhet



Source: JICA Project Team

□ [Task 5-1] Establishment of a Working Group in charge of Tourism Development (Continued)

The Annual Provincial Tourism Development Meeting was held on February 1 and 2, 2010 chaired by Vice-Chairman of LNTA and Provincial Vice-Governor. Concerned members of LNTA, Provincial departments, District Governors and Tourism Coordinators, the private sector (hotels, guesthouses, restaurants and tour companies) participated in the meeting. In the meeting, drafts of Tourism Development Strategy and Plan for 2011-2015 were presented by PTD.

The 7th Working Group Meeting was held between February 3 and 5, 2010 to review the activities during the third fiscal year and to discuss the planned activities during the next fiscal year.

Title:	7th Working Group Meeting
Place:	Savannakhet (Champhone Circuit, Xayphouthong District, Savan Saikong Resort Training Room)
Period:	03/02/2010 - 05/02/2010 (3 days)
Purpose:	Review of the activities during the third fiscal year
Participants:	PTD, W/G, Moral Promotion Committee, Representatives of Tourism Businesses, etc.
Contents:	
Day 1:	Site visit and on-site discussion at tourist sites along Champhone Circuit
Day 2:	Site visit and on-site discussion at tourist sites in Xayphouthong District
Day 3:	Summary of activities during the year 2009 and plan of activities during the year 2010 (PTD), Analysis of result of FAM Trip 2 (JICA Project Team), Exercise for Provincial Tourism Development and Promotion Plan (2011-2015) (Group Work)

On the third day, an exercise for Provincial Tourism Development and Promotion Plan was conducted. This exercise intended to identify the level of planning capability and weaknesses among Working Group members in view of the real planning stage during the year 2010.

■ [Task 24] Application of Public Moral Promotion Committee Recommendations

The “Public Moral Promotion Committee” established under [Task 10] have maintained periodic meetings to discuss measures to alleviate negative impacts caused by increased tourists.

A joint workshop was organized with District Tourism Coordinators on August 31, 2009 to share the results of Public Moral Promotion Committee meetings and to inform the measures to be undertaken, especially beautification and protection of sites, and control of illegal businesses with tourists, to the tourist site villages through the district tourism coordinators.

In addition, joint meetings were held with Working Group members on February 3-5, 2010 in order to inspect the tourist sites in Champhone and Xayphouthong Districts, and to discuss more concrete measures on site.

■ [Task 25] Preparation and Submission of Annual Report 3

Annual Report 3 was prepared by summarizing the results of the third fiscal year.

2.4 Result of Activities (Fourth Fiscal Year)

■ [Task 26] Preparation for Final Tourism Development and Promotion Plan

■ [Task 27] Formulation of the Final Tourism Development and Promotion Plan and Its Action Plan

PTD Savannakhet formulated a Draft Savannakhet Province Tourism Development Plan 2011-2015 based on the results and recommendations derived from the Project and tourism development strategy provided by SNV, and got approval from the Provincial Governor's Office on May 24, 2010. Executive Summary of Savannakhet Province Tourism Development Plan 2011-2015 is annexed in the Appendix-4.

■ [Task **] Organization of Third Joint Coordinating Committee (JCC)

The third Joint Coordinating Committee (JCC) meeting was held in Savannakhet on Tue, July 6, 2010.

Title:	Third Joint Coordinating Committee (JCC)
Place:	Savannakhet (JICA Project Team Office in PTD Savannakhet)
Period:	Tue, July6, 2010
Purpose:	<ol style="list-style-type: none"> 1. To share the progress of the Project among concerned parties 2. To evaluate the outputs of the Project based on the PDM approved at the last JCC meeting 3. To examine appropriateness of the PDM
Participants:	<p>Mr. Saly PHIMPHINITH , Director General of Marketing and Promotion, LNTA (Chairperson)</p> <p>[Lao Side]</p> <p>Mr. Kouthong Sommala, Deputy Director, DIC/MPI</p> <p>Dr. Souphanh Keomixay, Vice Governor, Savannakhet Province</p> <p>Mr. Sithon Nantharath, Director, Department of Planning and Investment (DPI)</p> <p>Mr. Bounmy Khantivong, Director, PTD Savannakhet</p> <p>Mr. Vanvilay Phonphachan, Head of Planning and Cooperation Division, PTD Savannakhet</p> <p>Mr. Somsanouk Budtakhod, Head of Marketing and Promotion Division, PTD Savannakhet</p> <p>[Japanese Side]</p> <p>Mr. Masato Togawa, Resident Representative, JICA Laos Office</p> <p>Mr. Moriaki Watanabe, Project Formulation Advisor, JICA Laos Office</p> <p>Mr. Soulivanh Souksavath, Assistant Program Officer, JICA Laos Office</p> <p>Mr. Tetsuo Isono, Chief Advisor, JICA Project Team</p> <p>Ms. Darling Sithiveth, Research Assistant, JICA Project Team</p>

Prior to JCC meeting, all the participants experienced about 1 hour walking tour in Historic Downtown, then attended the meeting. Focal points of the meeting are summarized as follows:

- Chairperson: In Savannakhet, the private sector still remains low capacity in terms of creating new tourism products or programs. The problem is how the public sector can encourage them. It would be one of appropriate directions for tourism development to develop Savannakhet as Hoian in Vietnam.
- Director of Provincial Planning and Investment: Lin's Café visited before the meeting was a good example for tourism business that can attract tourists without large investment.
- JICA Representative: It was persuaded that the Project appealed sufficiently charm of Savannakhet. It would be necessary to make efforts for self-reliance and sustainability.
- Deputy Governor of Savannakhet expressed gratitude for the JICA Project and requested support for implementation of formulated Provincial Tourism Development Plan 2011-2015.

□ [Task 30] Improvement of LNTA Website and Staff Training (Dissemination)

New LNTA website created under the Project had been opened to the public by the end of 2008, and Savannakhet pages of the LNTA website were improved by PTD Savannakhet staff around October 2009. Meanwhile, other areas in the LNTA website often remained outdated or less information compare to the available tourism products on-site.

In order to disseminate good practice made by LNTA and PTD Savannakhet staff in regard to improvement of Savannakhet pages of LNTA website, the following disseminated training programs were continuously conducted. In addition, 2 weeks after each training session, trainers visited PTDs to follow up the trainees.

Title:	Disseminated Tourism Website Training (Round 1)
Place:	Savannakhet (JICA Project Team Office)
Period:	Thu-Fri, June 3-4, 2010 (2 days)
Purpose:	To disseminate experience of PTD Savannakhet in LNTA website improvement to other provinces
Lecturers:	LNTA (2 staff), PTD Savannakhet (5 staff)
Participants:	PTD Khammouane (2), PTD Champasak (2), PTD Salavan (2)
Contents:	How to process pictures, how to use LNTA website manager, how to upload files, etc.

Title:	Disseminated Tourism Website Training (Round 2)
Place:	Vientiane (JICafe Meeting Room)
Period:	Thu-Fri, August 12-13, 2010 (2 days)
Purpose:	To disseminate experience of PTD Savannakhet in LNTA website improvement to other provinces
Lecturers:	LNTA (2 staff), PTD Savannakhet (2 staff)
Participants:	PTD Vientiane Capital (2), PTD Vientiane (2), PTD Bolikhamxay (2)
Contents:	How to process pictures, how to use LNTA website manager, how to upload files, etc.

Title:	Disseminated Tourism Website Training (Round 3)
Place:	Luang Prabang (PTD Luang Prabang Meeting Room)
Period:	Wed-Fri, September 22-24, 2010 (3 days)
Purpose:	To disseminate experience of PTD Savannakhet in LNTA website improvement to other provinces
Lecturers:	LNTA (2 staff), PTD Savannakhet (2 staff)
Participants:	PTD Luang Prabang (4), PTD Saiyabouli (2), PTD Xieng Khouang (2), Houphan (2)
Contents:	How to process pictures, how to use LNTA website manager, how to upload files, etc.

As a result, LNTA website training covered 11 provinces among the 17 in the whole country. Most of PTDs participated in the training prepared improved pages and uploaded to LNTA website.

□ [Task 9] Tourist Service Training by LNTA and PTD Staff (Repeated)

The Project conducted Tourist Service Training in the second and third fiscal year. In order to stabilize it, the following training programs were conducted to monitor improved PTD's management capacity.

Title:	Tour Guide Training
Place:	Savannakhet (Savan Saikon Resort Meeting Room)
Period:	Mon, August 16 to Fri, September 3, 2010 (16 days)
Purpose:	To train the new tour guides
Lecturers:	Lecturers from other provincial departments/institutions, PTD
Participants:	New tour guides (36)
Contents:	Tourism policy, hospitality, tourist sites' history, geography, arts, culture, first aid, etc.

Title:	Housekeeping Training
Place:	Savannakhet (Dao Savan Hotel & Resort Meeting Room)
Period:	Mon, September 13 to Sat, September 18, 2010 (6 days)
Purpose:	To upgrade the housekeeping service
Lecturers:	PTD, Dao Savan Hotel & Resort , JICA Project Team
Participants:	Hotels and guest houses in Savannakhet Province (25 persons)
Contents:	Tourism policy, hospitality, knowledge on accommodation, bed making, flower arrangement, etc.

Title:	Food & Beverage Service Training
Place:	Savannakhet (Dao Savan Hotel & Resort Meeting Room)
Period:	Mon, October 3 to Sat, October 9, 2010 (6 days)
Purpose:	To upgrade the Food & Beverage Service
Lecturers:	PTD, Dao Savan Hotel & Resort , JICA Project Team
Participants:	Hotels and restaurants in Savannakhet Province (35 persons)
Contents:	Tourism policy, hospitality, knowledge on restaurants, serving food to customers, hygiene, etc.

□ [Task 15] Tourism Promotion through Collaboration of Public and Private Sectors (Repeated)

Following to the second and the third fiscal year, FAM Trip 3 was organized in order to stabilize the joint promotion activities by combining the mechanism used in the both previous years.

□ [Task 17] Creation of Tourist Information Materials (Update and Follow Up)

Following to the second and the third fiscal year, the Project supported creation of tourist information materials, but particularly focusing on the following aspects to stabilize sustainable and self-reliant mechanism for updates:

- Clarification of responsibility and role among PTD staff for updating the contents of Tourist Information Master File, and
- Stock management of brochures and cost raising for printing additional copies (including cost saving by making full use of distribution through website).

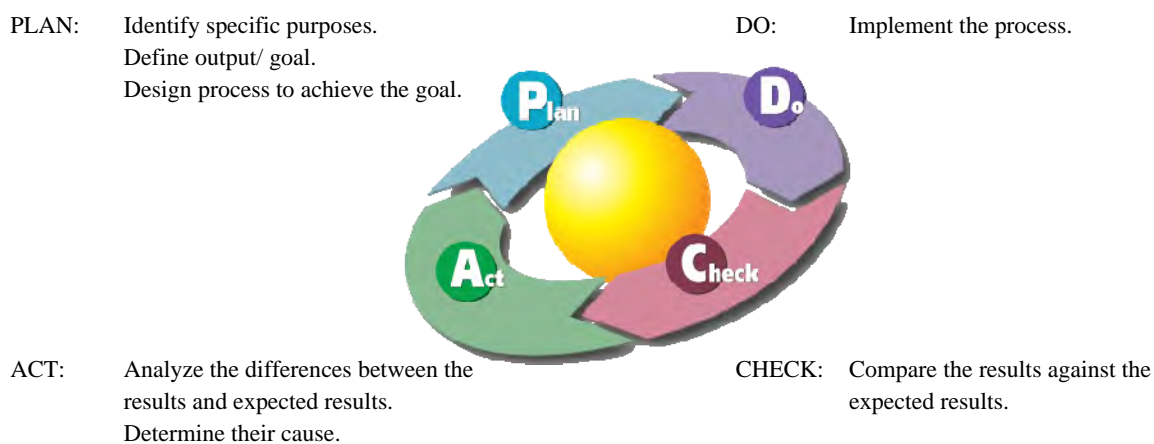
■ [Task 28] Preparation of Post-Project Training Program

In the Action Plan of Savannakhet Province Tourism Development Plan 2011-2015 formulated under [Task 27], the following training programs are included.

- Capacity development for PTD staff and District coordinators
- Public awareness for tourist site communities
- Short-term training for tourist service improvement (tour guides, F&B services, housekeeping, front desk, etc.)

The above training programs are the same as those conducted in the Project. It is important to continue by evaluating the result and reflecting necessary improvement.

Figure 2.4.1 PDCA Cycle



Source: JICA Project Team

■ [Task 29] Preparation and Submission of Final Report

The Final Report was prepared by summarizing all the results of the Project.

2.5 Counterpart Training in Japan

Counterpart training was conducted in Japan during the second fiscal year (2008) and the third fiscal year (2009).

Table 2.5.1 Outlines of Counterpart Training in Japan

	JFY 2008	JFY 2009
Title	JO-822251 Practical Tourism Development	JO-922147 Practical Tourism Development
Names of Trainees	Mr. Vongdeuan Keosulivong, LNTA Mr. Kongphang Thephavong, PTD Savannakhet	Mr. Somkhid Chindamany, LNTA Ms. Sengathit Vongvolalath, PTD Savannakhet Mr. Samlane Phrachomphonh, PTD Savannakhet
Period	September 29, 2008 – October 8, 2008	September 28, 2009 – October 9, 2008
Places	International Development Center of Japan (Chichibu City, Kawagoe City, Rikkyo Univ., etc.)	International Development Center of Japan (Chichibu City, Kawagoe City, Rikkyo Univ., etc.)
Contents	To contribute to regional tourism promotion in Laos through studying good practices in Japan on the development and promotion of tourism products derived from locally available resources, and public-private cooperation for promotion.	To contribute to regional tourism promotion in Laos through studying good practices in Japan on the development and promotion of tourism products derived from locally available resources, and public-private cooperation for promotion.

Source : JICA Project Team

2.6 Achievement of Project Purpose and Outputs

The following table summarizes the achievement levels of Project Purpose and Outputs in comparison with their indicators described in the Project Design Matrix (PDM)

Table 2.6.1 Achievement of Project Purpose and Outputs

Project Purpose and Outputs	Verifiable Indicator	Situation as of December 2010
Project Purpose: Framework for promotion of tourism industry in Savannakhet is established.	1. 3 tourist information centers are in operation in Savannakhet by end of 2010.	3 tourist information centers at Savannakhet Eco-Guide Unit, PTD and 2nd Friendship Bridge are in operation.
	2. A permanent organization for promotion of tourism industry in Savannakhet is established by end of 2010.	An organization composed of 4 groups of hotels, guesthouses, tour companies and restaurants are established. Business Directory 2009-2010 is published with own tourism promotion fund.
Output 1: The tourism promotion plan is developed.	1. Strategy plan is formulated by middle of 2008.	Tourism Development Plan 2008-2010 was formulated in May 2008. Tourism Development Plan 2011-2015 was formulated in May 2010.
	2. 3 tour circuits/programs are developed based on available resources by middle of 2008.	1 walking tour circuit in Savannakhet downtown, 3 one-day tour circuits based from Savannakhet Town and 1 tour circuit along Route No. 9 are available since middle of 2008.
	3. Annual action plan is prepared every year.	PTD prepares annual action plan every year. It includes marketing and promotion activities, training programs for tourist service improvement and tourism administration, tourist site development researches.
Output 2: Collaboration system between LNTA/PTD and private sector related to	1. All of PTD staff and district coordinators receive marketing training by middle of 2008.	A marketing training in which PTD staff, district coordinators and working group members participated, was organized on 10-11/07/2008.

tourism sector is established.	2. 400 persons of tourism industry in Savannakhet receive tourist service training by end of 2010.	<p>The total number of participants in tourist service training are more than 400 as follows:</p> <ul style="list-style-type: none"> - Tour Guide (22/09-11/10/2008) :37 - F&B Service (10-15/11/2008): 36 - F&B Service (26-29/12/2008): 20 - Housekeeping (05-11/02/2009): 29 - Local Cookie (06-08/07/2009): 25 - Marketing for Managers (23-24/07/2009): 30 - Front Desk (10-14/08/2009): 30 - District Coordinator (31/08-01/09/2009): 15 - Local Cookie 2 (19-20/12/2009): 25 - Local Food Service (05/11, 21-24/12/2009): 49 - Tour Guide (16/08-03/09/2010): 36 - Housekeeping (13-18/09/2010): 26 - F&B Service (04-09/10/2010): 35 - Local Food Service (27-28/10/2010): 5 shops 																																																			
	3. Tourism promotion activity is organized every year.	<p>Major tourism promotion activities conducted under the Project are as follows:</p> <ul style="list-style-type: none"> - FAM Trip 1 (22-23/11/2008, 13-14/12/2008, 17-18/01/2009) - FAM Trip 2 (06-10/01/2010) - FAM Trip 3 (10-12/2010) - Participation in various tourism festivals in and out of Laos 																																																			
Output 3: Tourism information for Laos and Savannakhet is prepared and provided.	1. 15 types of promotion materials are provided for tourists by end of 2010.	<p>The following promotion materials are available:</p> <ul style="list-style-type: none"> - LNTA Website - 4 Area Brochures (English) - 5 Tour Circuit and 2 Product Brochures (Lao, English, Thai) - 1 General Brochure (Lao, English, Japanese) - Tourist Information Master File (English) - Business Directory 2009-2010 (English) - On-Site Interpretation Board (21 sites) - Road Direction Sign in 4 Districts (61 posts) - Direction Sign in Savannakhet Town (42 posts) - Tourist Maps in Savannakhet Town (5 maps) 																																																			
	2. Number of access to LNTA website is increased 20% by end of 2010.	<table border="1"> <caption>Number of Visits and Visitors to LNTA Website (Estimated Data)</caption> <thead> <tr> <th>Year</th> <th>Jan</th> <th>Feb</th> <th>Mar</th> <th>Apr</th> <th>May</th> <th>Jun</th> <th>Jul</th> <th>Aug</th> <th>Sep</th> <th>Oct</th> <th>Nov</th> <th>Dec</th> </tr> </thead> <tbody> <tr> <td>2008</td> <td>100</td> <td>100</td> <td>200</td> <td>100</td> <td>200</td> <td>100</td> <td>300</td> <td>500</td> <td>800</td> <td>1000</td> <td>1000</td> <td>1000</td> </tr> <tr> <td>2009</td> <td>500</td> <td>500</td> <td>500</td> <td>500</td> <td>500</td> <td>500</td> <td>500</td> <td>1000</td> <td>1500</td> <td>1500</td> <td>1500</td> <td>1500</td> </tr> <tr> <td>2010</td> <td>4000</td> <td>3500</td> <td>3000</td> <td>3000</td> <td>3000</td> <td>2500</td> <td>3000</td> <td>3500</td> <td>3000</td> <td>4500</td> <td>5000</td> <td>5000</td> </tr> </tbody> </table>	Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2008	100	100	200	100	200	100	300	500	800	1000	1000	1000	2009	500	500	500	500	500	500	500	1000	1500	1500	1500	1500	2010	4000	3500	3000	3000	3000	2500	3000	3500	3000	4500	5000
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec																																									
2008	100	100	200	100	200	100	300	500	800	1000	1000	1000																																									
2009	500	500	500	500	500	500	500	1000	1500	1500	1500	1500																																									
2010	4000	3500	3000	3000	3000	2500	3000	3500	3000	4500	5000	5000																																									
Output 4: Mechanism to prevent the negative impact caused by tourism development is installed.	1. Public Moral Committee is established by end of 2008.	Public Moral Committee was established in August 2008 and held the first meeting on 14/08/2008.																																																			
	2. Committee meetings are held regularly (at least 2 times per year).	Committee meetings were held on 18/02/2009, 31/08/2009 and 03-05/02/2010. Then, the Committee was integrated into the Working Group.																																																			

3 Project Management and Operation

3.1 Implementation Structure

Director General of Tourism Marketing and Promotion, LNTA took overall responsibility for management of the Project as Project Director. Meanwhile, Director of PTD Savannakhet was responsible for implementation of the Project as Project Manager.

PTD formed a Working Group composed of various stakeholders and organizations related to the tourism development and promotion in Savannakhet Province. PTD set up also a Moral Promotion Committee to minimize negative impacts caused by increased number of tourists.

JICA Project Team supported these implementation bodies by providing appropriate and necessary advices.

3.2 Joint Coordinating Committee (JCC)

A Joint Coordinating Committee (JCC) was formed with the following purposes. JCC meeting was held at least once a year.

1. Approve the annual work plan of the Project based on the Plan of Operation (PO) within the framework of the Record of Discussions (R/D).
2. Review the overall progress of the Project, as well as the achievement of the above-mentioned annual work plan.
3. Review and exchange views on major issues arising from or in connection with the Project.

Table 3.2.1 Organization of Joint Coordinating Committee (JCC)

Chair Person		Director General, Tourism Marketing and Promotion Department, LNTA
Members	Lao Side	Director, PTD Savannakhet
		Deputy Director General, Planning and Cooperation Department, LNTA
		Deputy Director General, Tourism Marketing and Promotion Department, LNTA
		Director General, Department of International Cooperation (DIC/MPI)
		Any other person recommended by Chairperson
	Japanese Side	Resident Representative, JICA Laos Office
		Japanese Experts of the Project
		Any other person recommended by JICA Office
		Officials of the Embassy of Japan may attend the JCC meetings as observers.

Source: Record of Discussions (R/D) agreed upon by both Japanese and Lao sides

3.3 Project Team

The following members composed JICA Project Team, and managed the project for 3 years.

- | | |
|--------------------------------------|---------------------------------|
| 1. Chief Advisor/Tourism Development | Mr. Tetsuo Isono |
| 2. Tourism Product Development | Mr. Atau Kishinami (JFY 2007) |
| | Mr. Hiroo Okuda (JFY 2008-2010) |
| 3. Tourism Website | Mr. Yoichiro Toda |

In addition, a Lao assistant expert was engaged to support the project management to cover the whole 3-year

period of the project.

4. Secretary/ Research Assistant

Darling Sithiveth

Table 3.3.1 Input of Japanese Experts (Man-Months)

	JFY 2007	JFY 2008	JFY 2009	JFY 2010	Total
Man-Months (Planned)	3.0	14.0	12.0	8.0	37.0
Man-Months (Implemented)	3.0	14.0	12.0	8.0	37.0
Completion Rate	100%	100%	100%	100%	100%

Source: JICA Project Team

3.4 Reports

Throughout the 3-year project implementation period, the following reports were prepared by the JICA Project Team to share the common understanding among concerned parties about objectives, progress, outcomes and issues of the Project.

Table 3.4.1 Reports Prepared during the Project Period

Report	Period	Contents	Language
Inception Report	January 2008	Objectives, methodology, organization, etc. of the Project	Japanese English Lao
Annual Report (First Fiscal Year)	March 2008	Result of activities during the first fiscal year	Japanese English Lao
Bi-Annual Report 1	September 2008	Result of activities during the first half of the second fiscal year	Japanese English Lao
Annual Report (Second Fiscal Year)	February 2009	Result of activities during the second fiscal year	Japanese English Lao
Bi-Annual Report 2	September 2009	Result of activities during the first half of the third fiscal year	Japanese English Lao
Annual Report (Third Fiscal Year)	February 2010	Result of activities during the third fiscal year	Japanese English Lao
Final Report	January 2011	All the result of activities during the 3-year project period Executive summary of Savannakhet Tourism Development Plan 2011-2015 included	Japanese English Lao

Source : JICA Project Team

3.5 Equipment

The following items of equipment were transferred to the Lao counterpart: Tourism Marketing and Promotion Department of LNTA, and PTD Savannakhet. As of January 2011, all items of transferred equipment are utilized appropriately and effectively.

Table 3.5.1 List of Equipment Transferred to LNTA and PTD Savannakhet

Items of Equipment	Details	No.	Date	Location	Status
1. Digital Camera	Canon Powershot A650	2	03/03/2008	LNTA, PTD SVK	Good
2. LCD Projector	Canon LV 7265	2	03/03/2008	LNTA, PTD SVK	Good
3. Digital Video Camera	Canon DC 51	2	03/03/2008	LNTA, PTD SVK	Good
4. Laptop Computer	Toshiba Satellite M200 E437T	2	03/03/2008	LNTA, PTD SVK	Good
5. Facsimile Machine	Panasonic KX FT 933	2	03/03/2008	LNTA, PTD SVK	Good
6. Scanner A4	Canon Lide 600F	2	03/03/2008	LNTA, PTD SVK	Good
7. Mono Laser Printer	HP LaserJet P2015 dn	2	03/03/2008	LNTA, PTD SVK	Good
8. Black & White Copier	Canon IR 2016	2	03/03/2008	LNTA, PTD SVK	Good

Source: JICA Project Team

3.6 Operation Cost

The Project has been implemented over 4 Japanese fiscal years from JFY 2007 to JFY 2010. Annual operation budget and expenditure for each fiscal year are as shown in the table below. [Task 16] Tourists' Satisfaction Survey and [Task 30] Improvement of LNTA Website and Staff Training in the second fiscal year were conducted by utilizing sub-contracted consultants.

Table 3.6.1 Operation Cost of Japanese Side

	JFY 2007	JFY 2008	JFY 2009	JFY 2010	Total
Budget (JPY)	879,000	8,362,000	7,348,000	3,857,000	20,446,000
Budget for Sub-Contract (JPY)	0	6,823,000	0	0	6,823,000
Expenditure (JPY)	685,000	6,867,000	6,105,000	2,400,000	16,057,000
Expenditure for Sub-Contract (JPY)	0	4,688,000	0	0	4,688,000

Note: Expenditures for JFY 2007-2009 are settled amount; and expenditure for JFY 2010 is a provisional amount as of December 2010.

Source: JICA Project Team

4 Conclusion and Recommendations

Based on the implementation process, and the level of achievement to objective and expected outputs of the Project, appropriateness, effectiveness and efficiency of the Project are examined.

4.1 Appropriateness

Appropriateness of the Project was judged to be high.

In the 6th National Socio-Economic Development Plan 2006-2010, tourism is recognized as an important sector in terms of foreign exchange earning, job opportunity creation and income generation. In addition, LNTA defines, in its National Tourism Development Strategy for Lao PDR 2006-2010, the tourism industry as an important player for bringing benefit to Lao people. The Project was consistent with such national plans and was implemented in cooperation with relevant organizations, tourism related private companies and local communities at tourist sites.

In Savannakhet Province, the number of regional tourists from Thailand and Vietnam, and international tourists traveling GMS countries has been drastically increased owing to the increased traffic of EWEC since opening of the Second Friendship Bridge in late 2008. The Project aimed at improving socio-economic benefit of the tourism sector, e.g., job opportunity creation, income generation and poverty reduction, through improvement of tourism products, tourist information and tourist services to meet the increased demand. Thus, the selection of the Project area was also appropriate.

4.2 Effectiveness

Effectiveness of the Project is judged to be high.

The Project created tourism brochures aimed at attracting the tourists to tourist sites immediately, posters to motivate the tourists to do so, Tourist Information Master File that includes practical information such as time tables, and opening hours and admission for museums, etc. These information materials are distributed to the tourists not only at 3 public tourist information centers, but also by the private sector: at hotels, guest houses, restaurants, bus station and airport in Savannakhet Province. As a result, though no quantitative data available, the number of tourists visiting tourist sites and walking around the town is increased. The increased number of hotels, guest houses and restaurants may indicate indirectly this positive impact.

In addition to the provision of tourist information, the Project has conducted tourist service improvement training, public-private joint promotion activities including planning and organization of FAM Trip, and participation in tourism fairs, Working Group activities for tourism development and promotion, Moral Promotion Committee activities for minimizing negative impact of tourism. As a result of such comprehensive activities under the Project, tourism related private companies in Savannakhet which had not be so positive for business development formed 4 groups of hotels, guest houses, restaurants and tour companies. Then, they published Business Directory 2009-2010 by own fund to launch joint promotion. The Project might encourage such awareness reform.

4.3 Efficiency

Efficiency of the Project is judged to be high.

In Savannakhet Province, since 2000, SNV has supported community-based tourism in the 3 protected forests in the Province focusing on trekking tours mainly targeted for European and American tourists. As a result, PTD and its Eco-Guide Unit that operates trekking tours have been endowed with basic understanding and experience in tourism development. Therefore, the Project could focus on the tourism products complementary to the trekking tours, and those could contribute to tourism related industries and local communities.

Similarly, under the ADB supporting project started in April 2009, community-based tourism in the 3 villages is being undertaken by establishing a tourist base in Phine District along EWEC in Eastern part of Savannakhet Province. Road direction signs and brochures of the same design and specifications as the Project are introduced in the ADB project.

In addition, Savannakhet Province maintains tourism sector cooperation with Mukdahan Province in Thailand, and Quan Tri Province and Hue Province in Vietnam by holding periodical exchange meetings. The public-private joint tourism promotion activities under the Project including FAM Trip made full use of such existing regional cooperation schemes for inviting Thai tour companies, newspapers, TV stations, etc.

Although the input of Japanese side was relatively small in scale, the level of collaboration and multiple effects with Lao side and/or other development partners were high enough.

4.4 Recommendations

It has been considered that Savannakhet could not attract tourists from Europe, Americas or Japan as their destinations, since it lacks internationally renowned tourism resources such as World Heritage.

Champhone Circuit, one of the 5 tour circuits promoted under the Project, was registered as Ramsar Wetland site in September 2010. In 2011, a tourist base will open in Phine District, by which tourists can visit famous Ho Chi Minh Trail easier. Casino in Savannakhet that started full operation in 2009 is currently making efforts to develop its market in Bangkok and Ho Chi Minh City in Vietnam.

Thus, surrounding condition is slowly but drastically changing in Savannakhet. LNTA and PTD Savannakhet need to keep implementing steadily Savannakhet Province Tourism Development Plan 2011-2015, with periodical review and in close cooperation with tourism related private companies and local communities.

Appendix-1 Project Design Matrix (PDM) and Plan of Operation (PO) Ver. 1.0.0

Project Design Matrix (PDM)

Project Name: Prototype of Attractive Tourism Center in the East West Economic Corridor for Community Empowerment and Poverty Reduction
 Duration: January 2008 – December 2010 (36 months) Date: September 3, 2008
 Project Area: Savannakhet Province, Lao PDR Version No.: 1.0.0
 Target Group: People in Savannakhet Province

Narrative Summary	Objectively Verifiable Indicators	Means of Verification	Important Assumption
Overall Goal The tourism industry in Savannakhet is promoted.	Number and sales of tourism industry in Savannakhet is increased 20% by end of 2015.	- Statistics of PTD - Interview survey to tourism industry	1. World wide epidemic such as bird flu is not prevalent. 2. Menace discouraging tourism such as terrorism does not break out.
Project Purpose Framework for promotion of tourism industry in Savannakhet is established.	1. 3 tourist information centers are in operation in Savannakhet by end of 2010. 2. A permanent organization for promotion of tourism industry in Savannakhet is established by end of 2010.	- Statistics of PTD - Decree or official declaration of the organization.	
Outputs			
1. The tourism promotion plan is developed. 2. Collaboration system between LNTA/PTD and private sector related to tourism sector is established. 3. Tourism information for Laos and Savannakhet is prepared and provided. 4. Mechanism to prevent the negative impact caused by tourism development is installed.	1-1. Strategy plan is formulated by middle of 2008. 1-2. 3 tour circuits/programs are developed based on available resources by middle of 2008. 1-3. Annual action plan is prepared every year. 2-1. All of PTD staff and district coordinators receive marketing training by middle of 2008. 2-2. 400 persons of tourism industry in Savannakhet receive tourist service training by end of 2010. 2-3. Tourism promotion activity is organized every year. 3-1. 15 types of promotion materials are provided for tourists by end of 2010. 3-2. Number of access to LNTA website is increased 20% by end of 2010. 4-1. Public Moral Committee is established by end of 2008. 4-2. Committee meetings are held regularly (at least 2 times per year).	- Strategy plan document - Project annual report - Interview to LNTA/PTD - Annual action plan document - Project annual report - Interview to LNTA/PTD - Project annual report - Interview to LNTA/PTD - Project annual report - Interview to LNTA/PTD - Produced materials - Interview to LNTA/PTD - Access counter record - Interview to LNTA/PTD - Project annual report - Project annual report - Interview to LNTA/PTD	
Activities	Inputs		
1-1. Establish and operate a Working Group in charge of tourism development in Savannakhet (*1). 1-2. Conduct a baseline survey to identify potential tourism resources in Savannakhet and Southern Provinces of Laos to explore their marketing opportunities. 1-3. Based on the baseline survey, identify and make an inventory of tourism resources (*2) in Savannakhet. 1-4. Conduct training for LNTA/PTD staff to be able to develop	<Japan> 1. Short-Term Experts - Chief Advisor/ Tourism Development - Tourism Product Development 2. Training in Japan - Counterpart training in Japan 3. Machinery and Equipment for Marketing and Promotion - Digital Cameras - LCD Projectors	<Laos> 1. Personnel - Project Director: LNTA, Director General of Tourism Marketing and Promotion - Project Manager: PTD, Director - Counterpart Personnel LNTA: Director of Tourism Promotion Division, Director of Tourism Marketing Division PTD: 2 Deputy Directors - Administrative Personnel LNTA: 1 person from Tourism	

Appendixes

<p>marketing strategies.</p> <p>1-5. Conduct survey of tourist's satisfaction.</p> <p>1-6. Action plan for tourism development and tourism promotion plan are made.</p> <p>2-1. Conduct training for private sector by LNTA/PTD staff to improve service quality.</p> <p>2-2. Conduct promotion of tourism resources identified in Activity 1-3 with the collaboration of private sector related to tourism.</p> <p>3-1. Compile information on tourism resources in Savannakhet and Southern Provinces in Laos.</p> <p>3-2. Create information materials for tourists like brochure and audio visual materials, etc.</p> <p>3-3. Improve LNTA website.</p> <p>3-4. Disseminate tourism information utilizing tourist center.</p> <p>3-5. Launch website of tourism in Savannakhet linked to LNTA website.</p> <p>3-6. Conduct monitoring on the utilization of information.</p> <p>4-1. Establish Public Moral Promotion Committee (*3).</p> <p>4-2. Reflect recommendation of the Committee to tourism related administration.</p>	<ul style="list-style-type: none"> - Digital Video Cameras - 4WD Vehicle <p>Office Equipment</p> <ul style="list-style-type: none"> - Computers - Facsimile Machine - Scanner - Monochrome Printers - Monochrome Copy Machines 	<p>Marketing and Promotion Department</p> <p>PTD: 1 person</p> <ul style="list-style-type: none"> - Other personnel <p>2. Facilities</p> <ul style="list-style-type: none"> - Office for Japanese experts - Utilities: electricity, water, sewerage, telephone, etc. - Data and Information <p>3. Operational Cost</p>	<p>Pre-Condition</p> <hr/> <p>Major stakeholders collaborate with the project.</p>
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*1. This working group is expected to conduct activities as follows:

- Tourism promotion plan planning for the areas alongside the National Road No.9.
- Encourage related agencies to review regulations related to tourism if necessary.
- Focus marketing on national and regional, and international audience.
- Collaborate with neighboring countries.

Working group is consisted of PTD and other authority concerned, JICA, representative of local tourism businesses, and other key stakeholders.

*2. Tourism resources which will be identified by baseline survey are considered to be feasible for successful marketing. These include natural, cultural and historical resources, as well as local specialties. For example: agro-tourism, weaving experience, local specialty products and tours.

*3. This committee is expected to conduct activities as follows in full cooperation with concerned parties:

- Maintaining social order,
- Prevention of prostitution,
- Preservation of environment..

Not only LNTA/PTD but other stakeholder such as police, Women's Union, Department of Health, etc. must be included as committee members..

Plan of Operation (PO)

Project Name: Prototype of Attractive Tourism Center in the East West Economic Corridor for Community Empowerment and Poverty Reduction
 Duration: January 2008 – December 2010 (36 months) Date: September 3, 2008
 Project Area: Savannakhet Province, Lao PDR Version No.: 1.0.0
 Target Group: People in Savannakhet Province

Outputs and Activities	2008	2009	2010
1. The tourism promotion plan is developed.			
1-1. Establish and operate a Working Group in charge of tourism development in Savannakhet (*1)	[Gantt bar from Jan 2008 to Dec 2010]		
1-2. Conduct a baseline survey to identify potential tourism resources in Savannakhet and Southern Provinces of Laos to explore their marketing opportunities.	[Gantt bar from Jan 2008 to Feb 2008]		
1-3. Based on the baseline survey, identify and make an inventory of tourism resources (*2) in Savannakhet.	[Gantt bar from Mar 2008 to Dec 2008]		
1-4. Conduct training for LNTA/PTD staff to be able to develop marketing strategies.	[Gantt bar from Jun 2008 to Jul 2008]		
1-5. Conduct survey of tourist's satisfaction.	[Gantt bars: Oct 2008, Dec 2008, Feb 2009, Apr 2009]		
1-6. Action plan for tourism development and tourism promotion plan are made.	[Gantt bar from Aug 2008 to Dec 2008]		
2. Collaboration system between LNTA/PTD and private sector related to tourism sector is established			
2-1. Conduct training for private sector by LNTA/PTD staff to improve service quality.	[Gantt bars: Jun 2008, Oct 2008, Dec 2008, Feb 2009]		
2-2. Conduct promotion of tourism resources identified in Activity 1-3 with the collaboration of private sector related to tourism.	[Gantt bar from Aug 2008 to Dec 2008]		
3. Tourism information for Laos and Savannakhet is prepared and provided.			
3-1. Compile information on tourism resources in Savannakhet and Southern Provinces in Laos	[Gantt bar from Jun 2008 to Jul 2008]		
3-2. Create information materials for tourists like brochure and audio visual materials, etc.	[Gantt bar from Aug 2008 to Sep 2008]		
3-3. Improve LNTA website.	[Gantt bar from Oct 2008 to Dec 2008]		
3-4. Disseminate tourism information utilizing tourist center.	[Gantt bar from Jan 2009 to Feb 2009]		
3-5. Launch website of tourism in Savannakhet linked to LNTA website.	[Gantt bar from Mar 2009 to Dec 2009]		
3-6. Conduct monitoring on the utilization of information.	[Gantt bar from Jun 2009 to Dec 2009]		
4. Mechanism to prevent the negative impact caused by tourism development is installed.			
4-1. Establish Public Moral Promotion Committee (*3).	[Gantt bar from Jan 2008 to Dec 2008]		
4-2. Reflect recommendation of the Committee to tourism related administration.	[Gantt bar from Jun 2009 to Jul 2009]		

*1. This working group is expected to conduct activities as follows:

- Tourism promotion plan planning for the areas alongside the National Road No.9.
- Encourage related agencies to review regulations related to tourism if necessary.
- Focus marketing on national and regional, and international audience.
- Collaborate with neighboring countries.

Working group is consisted of PTD and other authority concerned, JICA, representative of local tourism businesses, and other key stakeholders.

*2. Tourism resources which will be identified by baseline survey are considered to be feasible for successful marketing. These include natural, cultural and historical resources, as well as local specialties. For example: agro-tourism, weaving experience, local specialty products and tours.

*3. This committee is expected to conduct activities as follows in full cooperation with concerned parties:

- Maintaining social order,
- Prevention of prostitution,
- Preservation of environment..

Not only LNTA/PTD but other stakeholder such as police, Women's Union, Department of Health, etc. must be included as committee members..

Appendix-2 Project Design Matrix (PDM) and Plan of Operation (PO) Ver. 2.0.0

Project Design Matrix (PDM)

Project Name: Prototype of Attractive Tourism Center in the East West Economic Corridor for Community Empowerment and Poverty Reduction
 Duration: January 2008 – January 2011 (36 months) Date: Jun 10, 2009
 Project Area: Savannakhet Province, Lao PDR Version No.: 2.0.0
 Target Group: People in Savannakhet Province

Narrative Summary	Objectively Verifiable Indicators	Means of Verification	Important Assumption
Overall Goal The tourism industry in Savannakhet is promoted.	Number and sales of tourism industry in Savannakhet is increased 20% by end of 2015.	- Statistics of PTD - Interview survey to tourism industry	1. World wide epidemic such as bird flu is not prevalent. 2. Menace discouraging tourism such as terrorism does not break out.
Project Purpose Framework for promotion of tourism industry in Savannakhet is established.	1. 3 tourist information centers are in operation in Savannakhet by end of 2010. 2. A permanent organization for promotion of tourism industry in Savannakhet is established by end of 2010.	- Statistics of PTD - Decree or official declaration of the organization.	
Outputs 1. The tourism promotion plan is developed. 2. Collaboration system between LNTA/PTD and private sector related to tourism sector is established. 3. Tourism information for Laos and Savannakhet is prepared and provided. 4. Mechanism to prevent the negative impact caused by tourism development is installed.	1-1. All of PTD staff and district coordinators receive marketing training by middle of 2008. 1-1. Strategy plan is formulated by middle of 2008. 1-2. 3 tour circuits/programs are developed based on available resources by middle of 2008. 1-3. Annual action plan is prepared every year. 2-1. 400 persons of tourism industry in Savannakhet receive tourist service training by end of 2010. 2-2. Tourism promotion activity is organized every year. 3-1. 15 types of promotion materials are provided for tourists by end of 2010. 3-2. Number of access to LNTA website is increased 20% by end of 2010. 4-1. Public Moral Committee is established by end of 2008. 4-2. Committee meetings are held regularly (at least 2 times per year).	- Project annual report - Interview to LNTA/PTD - Strategy plan document - Project annual report - Interview to LNTA/PTD - Annual action plan document - Project annual report - Interview to LNTA/PTD - Project annual report - Interview to LNTA/PTD - Produced materials - Interview to LNTA/PTD - Access counter record - Interview to LNTA/PTD - Project annual report - Project annual report - Interview to LNTA/PTD	
Activities 1-1. Establish and operate a Working Group in charge of tourism development in Savannakhet (*1). 1-2. Conduct a baseline survey to identify potential tourism resources in Savannakhet and Southern Provinces of Laos to explore their marketing opportunities. 1-3. Based on the baseline survey, identify and make an inventory of tourism resources (*2) in Savannakhet. 1-4. Conduct training for LNTA/PTD staff to be able to develop	Inputs <Japan> 1. Short-Term Experts - Chief Advisor/ Tourism Development - Tourism Product Development 2. Training in Japan - Counterpart training in Japan 3. Machinery and Equipment Equipment for Marketing and Promotion - Digital Cameras - LCD Projectors	<Laos> 1. Personnel - Project Director: LNTA, Director General of Tourism Marketing and Promotion - Project Manager: PTD, Director - Counterpart Personnel LNTA: Director of Tourism Promotion Division, Director of Tourism Marketing Division PTD: 2 Deputy Directors - Administrative Personnel LNTA: 1 person from Tourism	

<p>marketing strategies.</p> <p>1-5. Conduct survey of tourist's satisfaction.</p> <p>1-6. Action plan for tourism development and tourism promotion plan are made.</p> <p>2-1. Conduct training for private sector by LNTA/PTD staff to improve service quality.</p> <p>2-2. Conduct promotion of tourism resources identified in Activity 1-3 with the collaboration of private sector related to tourism.</p> <p>3-1. Compile information on tourism resources in Savannakhet and Southern Provinces in Laos.</p> <p>3-2. Create information materials for tourists like brochure and audio visual materials, etc.</p> <p>3-3. Improve LNTA website.</p> <p>3-4. Disseminate tourism information utilizing tourist center.</p> <p>3-5. Launch website of tourism in Savannakhet linked to LNTA website.</p> <p>3-6. Conduct monitoring on the utilization of information.</p> <p>4-1. Establish Public Moral Promotion Committee (*3).</p> <p>4-2. Reflect recommendation of the Committee to tourism related administration.</p>	<ul style="list-style-type: none"> - Digital Video Cameras - 4WD Vehicle Office Equipment - Computers - Facsimile Machine - Scanner - Monochrome Printers - Monochrome Copy Machines 	<p>Marketing and Promotion Department</p> <p>PTD: 1 person</p> <ul style="list-style-type: none"> - Other personnel <p>2. Facilities</p> <ul style="list-style-type: none"> - Office for Japanese experts - Utilities: electricity, water, sewerage, telephone, etc. - Data and Information <p>3. Operational Cost</p>	<p>Pre-Condition</p> <p>Major stakeholders collaborate with the project.</p>
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*1. This working group is expected to conduct activities as follows:

- Tourism promotion plan planning for the areas alongside the National Road No.9.
- Encourage related agencies to review regulations related to tourism if necessary.
- Focus marketing on national and regional, and international audience.
- Collaborate with neighboring countries.

Working group is consisted of PTD and other authority concerned, JICA, representative of local tourism businesses, and other key stakeholders.

*2. Tourism resources which will be identified by baseline survey are considered to be feasible for successful marketing. These include natural, cultural and historical resources, as well as local specialties. For example: agro-tourism, weaving experience, local specialty products and tours.

*3. This committee is expected to conduct activities as follows in full cooperation with concerned parties:

- Maintaining social order,
- Prevention of prostitution,
- Preservation of environment.

Not only LNTA/PTD but other stakeholder such as police, Women's Union, Department of Health, etc. must be included as committee members.

Plan of Operation (PO)

Project Name: Prototype of Attractive Tourism Center in the East West Economic Corridor for Community Empowerment and Poverty Reduction
 Duration: January 2008 – January 2011 (36 months) Date: June 10, 2009
 Project Area: Savannakhet Province, Lao PDR Version No.: 2.0.0
 Target Group: People in Savannakhet Province

Outputs and Activities	2008	2009	2010
1. The tourism promotion plan is developed.			
1-1. Establish and operate a Working Group in charge of tourism development in Savannakhet (*1)	[Gantt bar from Jan 2008 to Jan 2011]		
1-2. Conduct a baseline survey to identify potential tourism resources in Savannakhet and Southern Provinces of Laos to explore their marketing opportunities.	[Gantt bar from Jan 2008 to Mar 2008]		
1-3. Based on the baseline survey, identify and make an inventory of tourism resources (*2) in Savannakhet.	[Gantt bar from Mar 2008 to Jan 2011]		
1-4. Conduct training for LNTA/PTD staff to be able to develop marketing strategies.	[Gantt bar from Jul 2008 to Sep 2008]		
1-5. Conduct survey of tourist's satisfaction.	[Gantt bar from Dec 2008 to Dec 2009] [Gantt bar from Dec 2009 to Dec 2010]		
1-6. Action plan for tourism development and tourism promotion plan are made.	[Gantt bar from Jan 2009 to Jan 2011]		
2. Collaboration system between LNTA/PTD and private sector related to tourism sector is established			
2-1. Conduct training for private sector by LNTA/PTD staff to improve service quality.	[Gantt bar from Jul 2008 to Sep 2008] [Gantt bar from Dec 2009 to Dec 2010]		
2-2. Conduct promotion of tourism resources identified in Activity 1-3 with the collaboration of private sector related to tourism.	[Gantt bar from Jan 2009 to Jan 2011]		
3. Tourism information for Laos and Savannakhet is prepared and provided.			
3-1. Compile information on tourism resources in Savannakhet and Southern Provinces in Laos	[Gantt bar from Jul 2008 to Sep 2008] [Gantt bar from Dec 2009 to Dec 2010]		
3-2. Create information materials for tourists like brochure and audio visual materials, etc.	[Gantt bar from Jul 2008 to Sep 2008] [Gantt bar from Dec 2009 to Dec 2010]		
3-3. Improve LNTA website.	[Gantt bar from Jul 2008 to Sep 2008]		
3-4. Disseminate tourism information utilizing tourist center.	[Gantt bar from Jul 2009 to Sep 2009]		
3-5. Launch website of tourism in Savannakhet linked to LNTA website.	[Gantt bar from Jul 2009 to Sep 2009]		
3-6. Conduct monitoring on the utilization of information.	[Gantt bar from Dec 2009 to Dec 2010]		
4. Mechanism to prevent the negative impact caused by tourism development is installed.			
4-1. Establish Public Moral Promotion Committee (*3).	[Gantt bar from Jul 2008 to Jan 2011]		
4-2. Reflect recommendation of the Committee to tourism related administration.	[Gantt bar from Dec 2009 to Dec 2010]		

*1. This working group is expected to conduct activities as follows:

- Tourism promotion plan planning for the areas alongside the National Road No.9.
- Encourage related agencies to review regulations related to tourism if necessary.
- Focus marketing on national and regional, and international audience.
- Collaborate with neighboring countries.

Working group is consisted of PTD and other authority concerned, JICA, representative of local tourism businesses, and other key stakeholders.

*2. Tourism resources which will be identified by baseline survey are considered to be feasible for successful marketing. These include natural, cultural and historical resources, as well as local specialties. For example: agro-tourism, weaving experience, local specialty products and tours.

*3. This committee is expected to conduct activities as follows in full cooperation with concerned parties:

- Maintaining social order,
- Prevention of prostitution,
- Preservation of environment..

Not only LNTA/PTD but other stakeholder such as police, Women's Union, Department of Health, etc. must be included as committee members..

Appendix-3 Planned and Implemented Work Plan from January 2008 to January 2011

	FY 1st FY												FY 2nd FY			
	Year 2008												Year 2009			
	Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
[1] Preliminary Examination of Methodology	□	□														
[2] Preparation of Inception Report	□	□														
[3] Presentation and Discussion of Inception Report		■	■													
[4] Establishment of Project Organization		■	■	■												
[5] Activities for Identification of Tourism Resources in Savannakhet		■	■	■	■											
[5-1] Establishment of a Working Group in charge of Tourism Development		■	■	■	■											
[5-2] Baseline Survey for Identification of Potential Tourism Resources		■	■	■	■											
[5-3] Identification of Tourism Resources in Savannakhet based on the Baseline Survey		■	■	■	■											
[6] Preparation and Submission of Annual Report-1				■	■											
[7] Preparation for Improvement of Tourist Services in Savannakhet					■	■	■									
[8] Marketing Training for LNTA and PTD Staff					■	■	■	■								
[9] Tourist Service Training by LNTA and PTD Staff						■	■	■	■	■						
[10] Establishment of Public Moral Promotion Committee							■	■	■	■						
[11] Formulation of Draft Tourism Development and Promotion Plan							■	■	■	■						
[12] Preparation and Submission of Biannual Report-1								■	■	■						
[30] Improvement of LNTA Website and Staff Training								■	■	■	■	■	■	■	■	■
[13] Preparation of Collaboration between LNTA/PTD and Private Sector													■	■	■	■
[14] Compilation of Information on Tourism Resources in Savannakhet and Southern Provinces													■	■	■	■
[15] Tourism Promotion in Collaboration of Public and Private Sectors													■	■	■	■
[16] Tourists' Satisfaction Survey													■	■	■	■
[17] Creation of Tourist Information Materials													■	■	■	■
[18] Preparation and Submission of Annual Report-2													■	■	■	■
[19] Preparation of Dissemination of Tourist Information in Savannakhet													■	■	■	■
[20] Dissemination of Tourist Information through Tourist Centers													■	■	■	■
[21] Development of Web-Site for Tourism in Savannakhet													■	■	■	■
[22] Preparation and Submission of Biannual Report-2													■	■	■	■
[23] Monitoring on Utilization of Information Materials													■	■	■	■
[24] Application of Public Moral Promotion Committee Recommendations													■	■	■	■
[25] Preparation and Submission of Annual Report-3													■	■	■	■
[26] Preparation for Final Tourism Development and Promotion Plan													■	■	■	■
[27] Formulation of Final Tourism Development and Promotion Plan, and Its Action Plan													■	■	■	■
[28] Preparation of Post-Project Training Program													■	■	■	■
[29] Preparation and Submission of Final Report													■	■	■	■

□ Work in Japan ▶ Continuous activities by the Counterpart Upper bar: Planned
 ■ Work in Laos Lower bar: Implemented
 ▨ Sub-Contract Work

Appendix-4 Executive Summary of Savannakhet Province Tourism Development Plan 2011-2015

Part I: Evaluation of Tourism Development Plan 2006-2010

1. Tourism Development Policy in Savannakhet Province
2. Tourism Development Progress between 2006 and 2010

2.1 9 Projects Implemented

1. Improve tourist sites along Route No. 13
2. Construction of Dinosaur Museum in Sonnabouly District
3. Construction of access road to Stone House in Xayipouthong District
4. Construction of road side station along Route No. 9
5. Construction of souvenir shop and handicraft shop
6. Construction of 4-star hotel and update promotion materials
7. Construction of resort in Quang Tri, Vietnam
8. Construction of complex composed of hotel, shopping center and bus station.
9. Construction of vocational training center

2.2 Action Plan and Activities

- Several projects were undertaken by SNV, JICA and ADB to implement action plan 2006-2010.

2.3 Tourism Demand

Tourist Arrivals at international borders in Savannakhet Province between 2004 and 2009 are as follows:

	2004	2005	2006	2007	2008	2009*
Frontier Arrivals	114,391	135,686	165,360	330,667	474,826	589,173

2.4 Tourism Infrastructure

- Due to good land transportation, there are a lot of transit tourists from/to Thailand, Vietnam and other part of Laos. However, tourist attractions in Savannakhet are still so poor that economic benefit is limited.
- In Savannakhet, there are 12 tour companies among which 4 are locally based. In 2009, all 12 tour companies earned LAK 211,000,000.
- Eco-Guide Unit operates trekking programs. The numbers of tourists joined in 2006, 2007, 2008 and 2009 were 366, 318, 571 and 418 respectively.
- In 2010, there are 20 hotels in Savannakhet. The total number of rooms is 911.
- In 2010, there are 107 guest houses in Savannakhet. The total number of rooms is 1,651.

2.5 Tourism Products

- 104 Tourist Sites (56 natural sites, 24 historical sites, 24 cultural sites) are currently identified in Savannakhet Province.
- 5 tour circuits are established under JICA Project.
- Tourist Satisfaction Survey was conducted in 2008 with 503 tourists in Savannakhet to understand evaluation of tourist sites, services and their behavior in terms of expenditure and length of stay.

2.6 Good Practices and Issues

(1) Advantage

- The number of domestic and Thai tourists has been increased.
- The number of arrivals has been increased 37% annually for the past 5 years.
- Basic infrastructure such as Route No.9 and No. 13 is in good condition.
- Cooperation among neighboring countries, with donors and the Government for supporting tourism development is progressed.
- Existence of unique tourist sites in Savannakhet.
- Many historical, natural and cultural tourist sites in the Province.

(2) Issues

- Lack of human resources in tour companies and PTD
- Lack of knowledge on tourism management
- Non existence of service units in tourist sites
- Non existence of on site tourist information
- No accurate tourist information and data
- Lack of tourism promotion for domestic tourism
- Poor access roads to the tourist sites
- Lack of awareness among tourist site villagers
- Non existence of cooperation among tour companies and other tourism related industries

(3) Lesson Learned

- Increased cooperation with other departments, local communities, etc.
- Collection system of tourism tax from tourist sites, tour companies and other tourism related industries.
- Increased cooperation with international organizations and neighboring countries in order to promote tourism in Laos.

Part II: Tourism Development Plan 2011-2015

1. Outline of Savannakhet Province

1.1 Geography

Savannakhet is located in the middle of Laos and borders Khammouan Province to the north, Salavan Province to the south, Vietnam to the east and Thailand to the west. Savannakhet Province is composed of 15 Districts, 1,012 Villages and 134,646 households. Savannakhet is the second largest province 21,774 km² after Vientiane Province.

1.2 Population and Economy

The population of Savannakhet Province is 858,582. It is the second densely inhabited province after Champasak. Savannakhet has 11 ethnic groups among all 47 found in Las PDR: Lao, Phou Thai, Thai Dam, Ka Tang, Mang Korn, Ja Lee, La Va, Suoi, Pai Ko, Ka Leu and Ta Oiy. 65% of population in Savannakhet is farmers. The average member of family is 6.4.

Savannakhet Province is rich in agriculture, forestry and mining. Between 2006 and 2010, GDP per capita has been constantly increasing (12.6% on average). GDP per capita in 2010 is estimated at around USD 897.

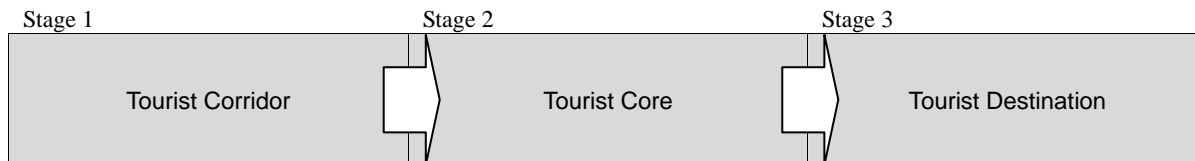
	2005	2006	2007	2008	2009	2010
GDP per Capita (USD)	319	443	525	587	799	897

2. SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> · Regional tourist growth (arrivals) · Increase in Thai visitor market share (Thais comprise 50%) · 37% arrival growth rate over the past 5 yrs · Favorable infrastructure and access: Rd #9 (EWEC) and Rd #13 · Support (political will and donor funding) to develop Savannakhet tourism industry · Differentiation via historical theme; potential SVK branding/identity · Cultural, natural and historical attractions 	<ul style="list-style-type: none"> · Lack of understanding of tourist/visitor profiles · Lack of “brand identity” for SVK · Attraction information – tourists have a hard time figuring out what SVK has to offer and information at attractions is unavailable · Lack of quality/reliable tourism data and statistics · Little marketing/promotion outside of SVK · Poor “Last mile” connections to attractions · Limited private sector involvement in destination marketing 	<ul style="list-style-type: none"> · Grow domestic and regional interest · Leverage high volume and growth rate (37%); 2nd largest entry point into Laos · Incrementally transition “transit-only tourists” to tourists · Emergence of regional and border tourism 	<ul style="list-style-type: none"> · Limited capacity among many officials to plan and market the tourism sector · Inaction and/or resources spent on low impact activities - missing out on SVK’s potential from high tourist volume · Competition from other provinces; ability to compete for tourist’s time · Reduced funding for development and promotion

3. Tourism Development Strategy

3.1 Vision



The development vision of Savannakhet is to transfer it from the current position to tourist core along the tourist corridor, then to tourist destination in future.

3.2 Trend of Tourist Arrivals

(1) Global Perspective

In 1990, the number of worldwide tourists reached 455 million, with generated revenues of USD 264 billion. In 2005, the number of tourists had grown to 805 million with generated revenues of USD 640 billion. The projection for 2020 is about 1.56 billion international tourists, with expected revenue of USD 1.55 trillion.

(2) Regional Perspective

As GMS countries opened their borders for travel, trade and investment in early 1990s, new travel patterns and trends emerged involving border tourism. The borderland areas of GMS saw rapid increases in the number of regional visitors. By 2004, the number of border area visitors reached 24 million, a rise by 19% in that year alone. As the most countries allow border pass holders to stay for at least 72 hours, trends of day-trippers or weekend visitors have emerged. Currently, border area visitors constitute the largest tourist group in GMS, accounting for 60% of all visitors in GMS. Thus, understanding and studying the travel patterns and preferences of this group becomes increasingly important.

(3) Lao PDR Perspective

The number of tourists to Lao PDR has been increasing with an average growth rate of 20.5% from 1990-2008. In 2000-2001 the number of visitors slightly decreased due to the SARS threat but the market rebounded quickly after 2004. The number of tourists in Lao PDR continued to increase up to 2008 with 1,736,787 tourist arrivals generating USD 276 million.



3.3 Consistency with National Development Plans




The following upper level plans were reviewed to ensure that the plan is in line with the national development goals:

1. National Growth and Poverty Eradication Strategy (NGPES)
2. National Socio-Economic Development Plan (NSED) 2006-2010
3. LNTA National Tourism Strategy 2006-2020

3.4 Tourism Development Phasing

Key steps of the tourism development in Savannakhet are as follows:

1. Tourist Corridor
2. Tourist Core
3. Tourist Destination

Stage 1	Stage 2	Stage 3
Tourist Corridor	Tourist Core	Tourist Destination
Tourist Corridor connects 2 ore more tourist destinations. Tourists spend little time stopping along the Corridor.	Tourists take time to visit attractions while en route to their destination and take advantage of shopping, dining and exchange of information. However, length of stay is limited in a few days.	Tourists are willing to travel to the location which appeals its historical, cultural and/or natural attractions. Tourists stay longer.
		
Increased Volume	Increased Volume Expenditure Stay (hours)	Increased Volume Expenditure Stay (days)

3.5 Goals and Objectives

- Ensure tourism products are in line with market needs, interests and demands.
- Focus on and track core tourism metrics: increasing tourist volume, length of stay and expenditure.
- Provide a clear path for Savannakhet to progress from tourist corridor, to tourist core to tourism destination.
- 5.4 Take an incremental approach to tourism development. Small but strategically placed steps/actions can yield large benefits when tourist volumes are high.
- 5.5 Foster effective partnerships and alliances with stakeholders to advance sustainable tourism development.
- 5.6 Improve quality of tourism services/products to meet different market segments needs.
- 5.7 Proactively encourage pro-poor tourism and inclusion of local communities.

3.6 Strategic Targets

Positioning: to strengthen/stabilize tourist core by 2011, and to become a tourist destination by 2015

Tourist Volume: to maintain 11.2% arrival growth rate until 2012, and to increase the rate by 1%

annually from 2012 to 2015

Tourist Expenditure: to increase by 5% per year, to double 2009 expenditure in 2012 generating USD 31.2 million, and to double 2012 expenditure in 2015 generating USD 43.8 million

Length of Stay: to extend length of stay to 3 days by 2012 and 4 days by 2015

3.7 Demand Projection

	2009	2010 E	2011 E	2012 E	2013 E	2014 E	2015 E
Tourist Arrivals	598,100	655,400	802,200	892,900	1,070,500	1,126,400	1,252,400
Expenditure (USD in million)	20.6	22.9	28.0	31.2	37.4	39.4	43.8

3.8 Strategy for Increasing Tourist Arrivals

- Making Savannakhet a more attractive destination;
- Increasing the percentage of return visitors due to satisfied tourist experiences (developing attraction sites and ease of access);
- Improved targeting of new and existing markets and products;
- Enhanced shopping and entertainment venues and options; and
- Implementing a clear branding/image strategy.

3.9 Strategy for Increasing Tourist Expenditure

- Setting up souvenir shops and dining facilities in the vicinity of the popular attractions;
- Improving supply chain linkages for local handicraft producers and providing them with access to sell goods at popular tourist shopping facilities;
- Arranging tourist visits to the manufacturing facilities;
- Savannakhet Province marketing itself through direct advertising in regions from which it hopes to attract the tourists (radio, TV, travel magazines etc.);
- Forming relationships with tour operators in source markets, enticing them to include the Province on travel itineraries; and
- Hosting FAM Trips.

3.10 Strategy for Extending Length of Stay

- Attracting transit tourists.
- Establishing branding image of Savannakhet for tourists.

3.11 Tourism Development Strategies

- Destination branding
- Consolidated and linked actions (marketing, tourism product development, improved services, transportation, accommodation, entertainment and shopping, restaurants and food/beverage services, tourism management, human resource development, and coordination and partnership).

3.12 Marketing and Promotion

- Brand/Identity Development
- Tour Circuit Development
- Information Dissemination

- Events and Fairs
- MICE Market Development
- FAM Trips
- Provincial Profiles and Brochures

3.13 Tourism Product Development

(1) Flagship Attractions

- Identification of flagship attractions and products by market segment (Thai tourists, international tourists, etc.).

(2) Information

- Improvement of quality and dissemination of its tourist attraction information for tour operators, hotels, tourist information centers and tourist sites.

(3) Services

- Construction of roadside service stations to cater to in-transit tourists along EWEC at Muang Phine and Phalanxay.
- Improvement of the availability of tourism information across all districts.
- Development and strengthening of the transport services to the final destination (buses, taxis, tuk-tuk, sontew, etc.) to facilitate tourist length of stay and ease of access to attractions.

(4) Transportation

- Tourists need logistics/details regarding how to reach attractions independently.
- Tourism information should be provided on notice boards at bus stations and other tourist hubs.
- Tuk-tuk service and availability of local transport should be improved, including for buses arriving in the evening and night time.

(5) Accommodation

- Encourage the development of accommodations at strategic locations for tourism development.
- Improve the reporting of occupancy levels and marketing data by accommodation businesses/providers.
- Provide tourism information services at accommodation locations.
- Provide training for owners, managers and staff of accommodation businesses.

(6) Entertainment and Shopping

- Foster connectivity between buyers and sellers, strengthen the role of associations, and encourage public-private partnerships that will develop entertainment and shopping in the Province.
- Provide training in branding, packaging, marketing and pricing of products.
- Re-zone the existing night market area to become a “walking street”.
- Develop an evening handicraft market in Kaysone Phomvihane district.
- Develop night market entertainment. This could include traditional music and dance performances, similar to the Chiang Mai, Thailand Night Bazaar or other outdoor events. Ensure that night market development is linked with promotion of handicraft and local product sales.
- Develop a theme/representation from all of Laos, rather than exclusively focusing on Savannakhet.

For many people travelling along EWEC, it will be their only experience in Laos, and as many of them are of a souvenir buying nature it would maximize the spending/visitor if more was made available to them. SVK as the “Cross-roads” in Laos could add to the “trading” dimension of such a theme.

- Organize monthly or twice-monthly events at the handicraft/night market. Timing should attempt to coincide with major festivals in Savannakhet and public holidays in Thailand and Vietnam.
- Prioritize necessary physical improvements such as landscaping, benches and seating, signage, etc.

(7) Restaurants

- Savannakhet Province should work towards developing better quality dining options and encouraging restaurant owners to open establishments near town centers or areas to be developed. For example, Night Market area should provide incentive for new restaurants and food & beverage establishments which further reinforces surrounding tourism infrastructure.

(8) Tourism Management

- Leadership and Direction
- Role of Industry Associations
- Pro-poor Tourism
- Tourism Data and Statistics
- Environmental Sustainability

(9) Resources

- Human resource management
- Financial Resources

(10) Coordination

- Coordination of Donor Activities
- Develop a Provincial Public Private Partnership Strategy

4. Tour Circuit Development and Road Improvement

4.1 Tour Circuit Development

- Savannakhet Historical Downtown 1st Priority
- Savannakhet Outskirt 1st Priority
- Champhone Circuit 2nd Priority
- Ho Chi Minh Trail (Route.9) 3rd Priority
- Mekong River South (Xayphouthong) 4th Priority
- Other Districts

4.2 Road Improvement

- Linking tourist sites with 2 provinces of Laos and 2 provinces of Thailand through 2nd and 3rd Friendship Bridge.
- Linking tourist sites with 5 provinces of Laos and 11 provinces of Thailand through 1st, 2nd and 3rd Friendship Bridge.
- Linking tourist sites with 2 provinces of Laos, 2 provinces of Vietnam and 2 provinces of Thailand

through 2nd and 3rd Friendship Bridge.

- Linking tourist sites with 5 provinces of Laos, other provinces in North-Easter Thailand and middle provinces of Vietnam.

4.3 Phased Promotion Plan

- Nomination of coordinators and personnel in charge of each tourist circuit.
- Conducting field surveys by stakeholders.
- Hosting familiarization (FAM) trips by inviting media, stakeholders and other relevant organizations in the tourism sector.
- Supporting private sector for mutual cooperation and partnership.
- Hosting annual meetings to discuss issues among stakeholders in the tourism sector and other relevant organizations.
- Holding exhibitions.

5. Tourism Development Action Plan

(1) Savannakhet Outskirts and Historic Downtown

- Historic Downtown Development
- Dong Natad Provincial Protected Area and That Ing Hang Stupa
- Bungva Lake and Lotus Garden

(2) Champhone Circuit and Xonnabouly District

- Sui Lake
- Monkey Forest- Hotay Pidok
- Taleo Old Village and Temple
- Turtle Lake
- Ong Mang NPA

(3) Tourism Development along Route No. 9

- Dong Phouvieng NPA
- Phin-Tad Hay-Norn Nyang
- Virabouly Weaving Center
- Sepon Tourism Development
- Old Sepon and Ban Don Tourism Development

(4) Mekong River South (Xayphouthong- Songkhone)

- That Phone
- Stone House and Fruit Island
- Lahanam Cotton Weaving

(5) Thapangthong District

- Field survey

(6) Training

- PTD staff and District coordinators
- Public awareness

- Short-term training for tourist service improvement
- (7) Tourism Promotion Activities
- Creation of information and promotion materials
 - Organization of FAM Trips
 - Events and festivals
 - Investment seminars
 - Market surveys
- (8) Regional Cooperation Projects
- Savannakhet-Mukdahan-Quang Tri (Laos-Thailand-Vietnam)
 - Central 5 provinces
6. Priority Projects 2011-2015

Area and Project	Component	Indicative Cost (LAK in million)
A. Champhone Circuit		19,470
1. Tourist Facility Development at Soui Lake		3,560
	1-1. Visitor Center	500
	1-2. Road Improvement and Parking	3,000
	1-3. Training of Working Staff and Villagers	50
	1-4. On-Site Information	10
2. Monkey Forest-Hotay Pidok Trail Development		8,060
	2-1. Monkey Forest-Hotay Pidok Trail	3,000
	2-2. Old-Fashioned Bridge over the Xe Champhone River	5,000
	2-3. Training of Working Staff and Villagers	50
	2-4. On-Site Information	10
3. Hotay Pidok Tourism Development		3,050
	3-1. Village Road Improvement	3,000
	3-2. Training of Working Staff and Villagers	50
4. Taleo Old Village Tourism Development		1,750
	4-1. Taleo Old Temple Restoration	200
	4-2. Village Road Improvement	1,200
	4-3. Visitor Center	300
	4-4. Training of Working Staff and Villagers	50
5. Turtle Lake Tourism Development		3,050
	5-1. Village Road Improvement	3,000
	5-2. Training of Villagers	50
B. Mekong River South Circuit		12,840
1. That Phone Tourism Development		2,360
	1-1. Visitor Center	300
	1-2. Village Road Improvement	2,000
	1-3. Training of Working Staff and Villagers	50
	1-4. On-Site Information	10
2. Stone House & Fruits Island Tourism Development		4,360
	2-1. Village Road Improvement	4,000
	2-2. Visitor Center	300
	2-3. Training of Working Staff and Villagers	50
	2-4. On-Site Information	10
3. Kong Phanang Tourism Development		3,060
	3-1. Village Road Improvement	3,000
	3-2. Training of Villagers	50
	3-3. On-Site Information	10
4. Lahanam Cotton Weaving Tourism Development		3,060

4-1. Village Road Improvement	3,000
4-2. Training of Villagers	50
4-3. On-Site Information	10
C. Ho Chi Minh Trail Circuit	3,060
1. Phine-Tad Hay Tourism Development	0
2. Virabouly Weaving Center Tourism Development	0
3. Old Sepon and Ban Don Tourism Development	3,060
3-1. Sepon River Cruise Development	1,000
3-2. Village Road Improvement	2,000
3-3. Pong Cave Trekking Development	10
3-4. Training of Villagers	50
D. Historic Downtown of Savannakhet	10,000
1. Development of Tourist Streets	6,000
2. Improvement of Pedestrian Sidewalks	4,000
E. Common Activities	600
1. Production of Promotion Materials	500
2. Promotion Activities	100
Grand Total	LAK in million 45,970

7. Implementation, Monitoring and Evaluation

7.1 Implementation

This Savannakhet Province Tourism Development Plan 2011-2015 was formulated in consultation with selected provincial tourism stakeholders in a participatory manner.

The plan is to be distributed to the stakeholders and to be implemented in collaboration. As development proceeds and additional source market data comes to light, the plan is to be reviewed and updated on a regular basis. The actions will be implemented through the annual work plans of the PTD and key partners.

7.2 Follow-Up and Monitoring

Monitoring is to be made periodically by all the stakeholders in order to obtain successful outcome.

7.3 Evaluation

Key indicators for evaluation of performance are as follows:

- Increase in visitor arrivals
- Increase in length of stay
- Increase in revenue generated by tourism
- Increase in visitor numbers to tourist sites
- Increase in accommodation occupancy
- Trends in business activity such as new and improved accommodation, restaurants, entertainment venues, tour operators, tourism attractions, etc.
- Increase in employment from tourism
- Development of new tourism projects
- Level of visitors' satisfaction
- Level of exposure in the media, including guidebooks and travel websites

Appendix-5 Proposed Priority Tourism Projects in Savannakhet Province 2011-2015

The following priority projects were identified based on the practices conducted under the EWEC Tourism Promotion Project, with a view to strengthening the position of Savannakhet to be “Tourist Destination”.

Components in this document, however, are limited in those to be carried out mainly by the public sector, though cooperation with the private sector is essential to obtain satisfactory results. Note that the costs are still indicative.

A. Champhone Circuit



1. Tourist Facility Development at Soui Lake (Total: LAK 3,560 million)

1-1. Visitor Center (LAK 500 million)

- Wooden Building (approximately 80 square meters)
- Tourist Information
- Boat Service for Fishing, Bird Watching, etc.
- Local Guides
- Clean WC
- Audio-Visual Displays

1-2. Road Improvement and Parking (LAK 3,000 million)

- Environmentally friendly pavement along the bank of Soui Lake

1-3. Training of Working Staff and Villagers (LAK 50 million)

- Local Guides (English, Birds, Plants, Nature, Agriculture, etc.)
- Food Service (Hygiene, Menu, Hospitality, etc.)
- Hospitality for Souvenir Shop

1-4. On-Site Information (LAK 10 million)

- Interpretation boards (Lake, history, civil work by Souphanovong, agriculture, nature, etc.)

- Signs for/at fishing points, bird watching points, etc.
2. Monkey Forest-Hotay Pidok Trail Development (Total: LAK 8,060 million)
 - 2-1. Monkey Forest-Hotay Pidok Trail (LAK 3,000 million)
 - Environmentally Friendly Trail between Monkey Forest and Hotay Pidok
 - Permeable pavement by using natural stones/gravels (Total length: approximately 2 km)
 - Tree Planting along the trail
 - Auxiliary facilities (Parking, Signs, Viewpoints, etc.)
 - 2-2. Old-Fashioned Bridge over the Xe Champhone River (LAK 5,000 million)
 - Construction of bridge (span: 150 m)
 - Bridge piers: Concrete
 - Bridge girders: Steel
 - Finishing: Wood
 - 2-3. Training of Working Staff and Villagers (LAK 50 million)
 - Local Guides (English, Birds, Plants, Nature, Agriculture, etc.)
 - 2-4. On-Site Information (LAK 10 million)
 - Interpretation boards (Forest, history, medical plants, nature, etc.)
 - Signs forest trekking, etc.
 3. Hotay Pidok Tourism Development (Total: LAK 3,050 million)
 - 3-1. Village Road Improvement (LAK 3,000 million)
 - Environmentally friendly pavement (Total length: 2 km)
 - Installation of drainage
 - 3-2. Training of Working Staff and Villagers (LAK 50 million)
 - Local Guides (English, History, Culture, Local Products, etc.)
 - Food Service (Hygiene, Menu, Hospitality, etc.)
 - Hospitality for Souvenir Shop
 4. Taleo Old Village Tourism Development (Total: LAK1,750 million)
 - 4-1. Taleo Old Temple Restoration (LAK 200 million)
 - Emergency protection (Supporting the north building wall to prevent from collapse, Restoration of newly added elements to the original ones, etc.)
 - Restoration of surrounding walls
 - 4-2. Village Road Improvement (LAK 1,200 million)
 - Culturally friendly pavement of access road to the Old Temple from both the main roads (Total length 800 m)
 - 4-3. Visitor Center (LAK 300 million)
 - Wooden Building (approximately 80 square meters)
 - Tourist Information
 - Local Guides
 - Clean WC

- 4-4. Training of Working Staff and Villagers (LAK 50 million)
 - Local Guides (English, History, Culture, Local Products, etc.)
 - Food Service (Hygiene, Menu, Hospitality, etc.)
 - Hospitality for Souvenir Shop
5. Turtle Lake Tourism Development (Total: LAK 3,050 million)
 - 5-1. Village Road Improvement (LAK 3,000 million)
 - Environmentally friendly pavement (Total length: 2 km)
 - Installation of drainage
 - 5-2. Training of Villagers (LAK 50 million)
 - Local Guides (English, History, nature, Culture, Local Products, etc.)
 - Food Service (Hygiene, Menu, Hospitality, etc.)
 - Hospitality for Souvenir Shop

B. Mekong River South Circuit



1. That Phone Tourism Development (Total: LAK 2,360 million)
 - 1-1. Visitor Center (LAK 300 million)
 - Tourist Information
 - Local Guides
 - Clean WC
 - 1-2. Village Road Improvement (LAK 2,000 million)
 - Environmentally friendly pavement (Total Length: 1.5 km)
 - Installation of drainage
 - 1-3. Training of Working Staff and Villagers (LAK 50 million)
 - Local Guides (English, History, Local Products, Agriculture, etc.)
 - 1-4. On-Site Information (LAK 10 million)

- Signs rice field walking, etc.
2. Stone House & Fruits Island Tourism Development (Total: LAK 4,360 million)
 - 2-1. Village Road Improvement (LAK 4,000 million)
 - Environmentally friendly pavement for Stone House Village and Fruits Island (Total Length: 2.0 km)
 - Parking at the entrance of Stone House
 - Installation of drainage
 - Improvement of Boat Pier (Provision of steps to the boat)
 - 2-2. Visitor Center (LAK 300 million)
 - Wooden Building (approximately 80 square meters)
 - Tourist Information
 - Local Guides
 - Clean WC
 - 2-3. Training of Working Staff and Villagers (LAK 50 million)
 - Local Guides (English, History, Local Products, Agriculture, Fishing, etc.)
 - Food Service (Hygiene, Menu, Hospitality, etc.)
 - Hospitality for Souvenir Shop
 - 2-4. On-Site Information (LAK 10 million)
 - Signs for boat cruising, Fruits Island walking, etc.
 3. Kong Phanang Tourism Development (Total: LAK 3,060 million)
 - 3-1. Village Road Improvement (LAK 3,000 million)
 - Environmentally friendly pavement from the main road to Kong Phanang (Total Length: 2 km)
 - Parking
 - Improvement of path and steps to Kong Phanang (Note: in the rainy season, they are under the water)
 - 3-2. Training of Villagers (LAK 50 million)
 - Local Guides (English, History, Local Products, Agriculture, Fishing, etc.)
 - Hospitality for Souvenir Shop
 - 3-3. On-Site Information (LAK 10 million)
 - Signs for Kong Phanang walking, etc.
 4. Lahanam Cotton Weaving Tourism Development (Total: LAK 3,060 million)
 - 4-1. Village Road Improvement (LAK 3,000 million)
 - Environmentally friendly pavement (Total Length: 2 km)
 - Parking
 - Installation of drainage
 - 4-2. Training of Villagers (LAK 50 million)
 - Local Guides (English, History, Local Products, etc.)

- Hospitality for Souvenir Shop
- 4-3. On-Site Information (LAK 10 million)
- Signs for village walking, etc.

C. Ho Chi Minh Trail Circuit



1. Phine-Tad Hay Tourism Development (currently undertaken by STDP)
2. Virabouly Weaving Center Tourism Development (currently undertaken by STDP and Gold Mining Company)
3. Old Sepon and Ban Don Tourism Development (Total: LAK 3,060 million)
 - 3-1. Sepon River Cruise Development (LAK 1,000 million)
 - Improvement of steps to boats
 - Organization of boat service group
 - 3-2. Village Road Improvement (LAK 2,000 million)
 - Environmentally friendly pavement (Total Length 1.5 km)
 - Parking
 - Installation of drainage
 - 3-3. Pong Cave Trekking Development (LAK 10 million)
 - Installation of signs and interpretation boards for trekking
 - 3-4. Training of Villagers (LAK 50 million)
 - Local Guides (English, History, Local Products, Agriculture, Fishing, Trekking, etc.)
 - Boat Service (Safety, Hospitality, etc.)
 - Food Service (Hygiene, Menu, Hospitality, etc.)
 - Hospitality for Souvenir Shop

D. Historic Downtown of Savannakhet (Total: LAK 10,000 million)



1. Development of Tourist Streets (LAK 6,000 million)

- Designation of Areas to be developed as tourist zone
- Definition of rules and guidelines
- Provision of incentives (tax reduction and exemption similar to SEZ)
- Improvement of Urban Amenities (street lamps, signs, street furniture, art works, etc.)
- Tree planting
- Underground cabling

2. Improvement of Pedestrian Sidewalks (LAK 4,000 million)

- Environmentally friendly pavement for wider areas than above component
- Parking

E. Common Activities (LAK 600 million)

1. Production of Promotion Materials (LAK 500 million)

- Posters, Brochures, etc.
- VCD, DVD, etc.

2. Promotion Activities (LAK 100 million)

- FAM Trips for media and tour companies in major source countries
- Participation in Tourism Fairs in major source countries

Appendix-6 Proposed Priority Road Improvement Projects for Tourism in Savannakhet

Savannakhet Outskirts

Creation of another circular route for tourists (**)

- SO-1: That Ing Hang – Phonsim – Route No. 9B (14 km)

Champhone Circuit

Improved circular tourist route (***)

- CH-1: Nakhou – Dong Dokmai – Soui – Dong Muong (20 km)
- CH-2: Xe Champhone – Nong Lamchan – Thouat – Xiangxoum – Taleo (20 km)
- CH-3: Kengkok – Taleo (9 km)

Improved access to/from Route No.9 (**)

- CH-4: Taleo – Done Deng – Sonnabouly – Ban X (45 km)
- CH-5: Nong Lamchan – Ban X (15 km)
- CH-6: Ban X– Route No.9 (12 km)

Creation of linkage with Mekong River South Circuit (*)

- CH-7: Kengkok –Ban Y – Lao – That Oumoung (21 km)

Creation of another circular route (*)

- CH-8: Route No.13 –Nateuy Nua - Bak – Ban Y (14 km)

Mekong River South Circuit

Improved circular tourist route (***)

- MR-1: Savannakhet – Pakha – Xayphouthong (37 km)
- MR-2: Xayphouthong – Vat Sisaket – That Phone – Route No.13 (22 km)
- MR-3: Xayphouthong – Stone House (16 km)
- MR-4: Stone House – Kongphanang – Pakxon (40 km)

Improved access to/from Route No. 13 (**)

- MR-5: Route No.13 – Mouangkhai – Vat Sisaket (14 km)
- MR-6: Route No.13 – Sivilay – Stone House (14 km)

Ho Chi Minh Trail Circuit

Improved access to tourist sites (***)

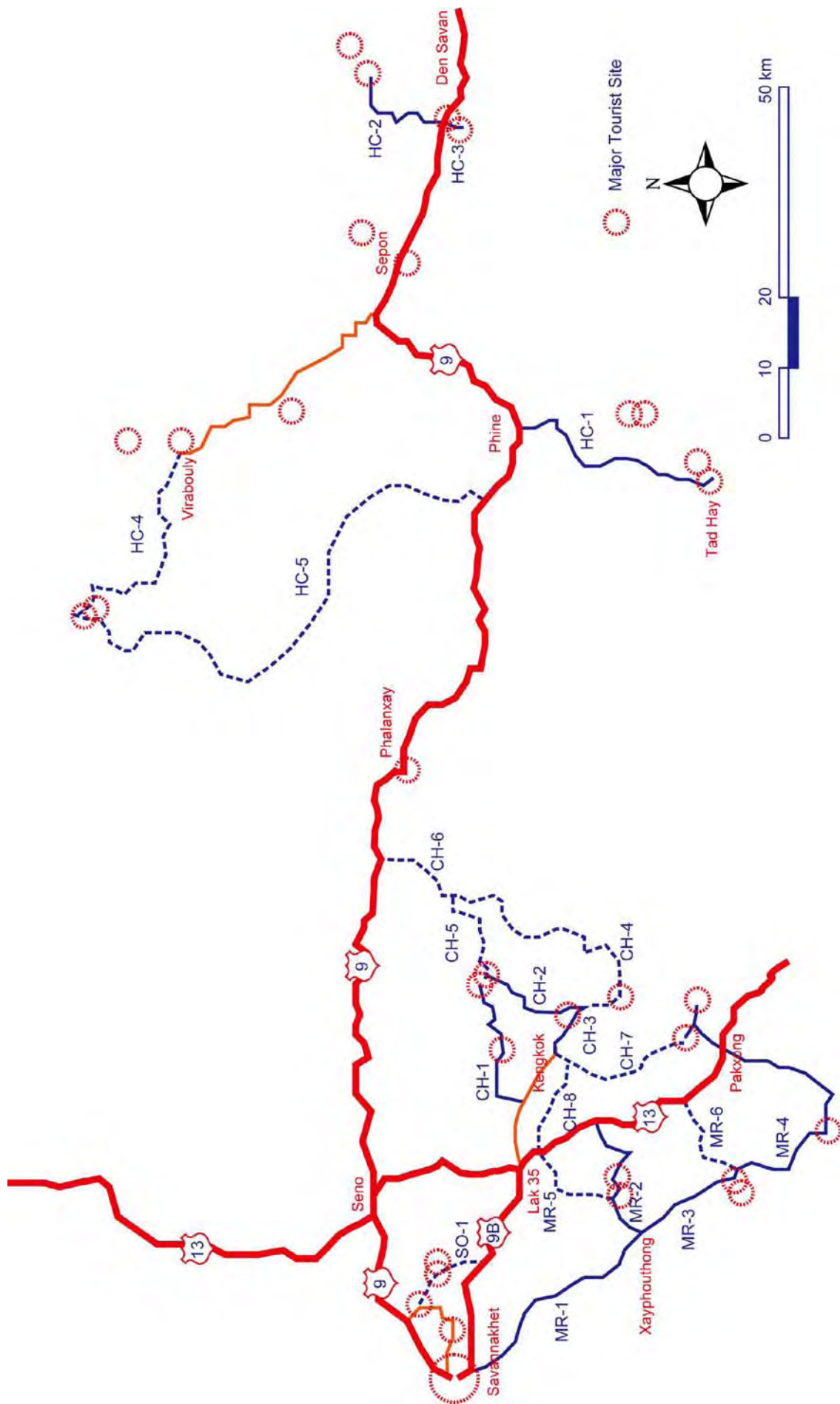
- HC-1: Rout No.9 (Phine) – Tad Hay (34 km)
- HC-2: Route No.9 (Ban Dong) – Tad Salen (22 km)
- HC-3: Route No.9 (Ban Dong) – Ban Dong Gnai (2 km)

Improved access to tourist sites (**)

- HC-4: Virabouly – That Nanglao (36 km)

Improved circular route (*)

- HC-5: Rout No.9 (Xethamouk) – (Phou Xang Hae) – Route No.10 – That Naglao (72 km)



Appendix-7 Extract of Tourism Statistics 2000-2009

Figure A5.1 Tourist Arrivals in Laos and Savannakhet (2000-2009)

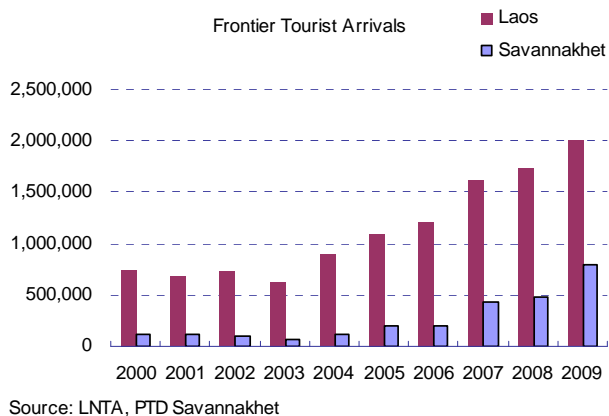


Figure A5.2 Percentages of Tourists by Nationality (2008)

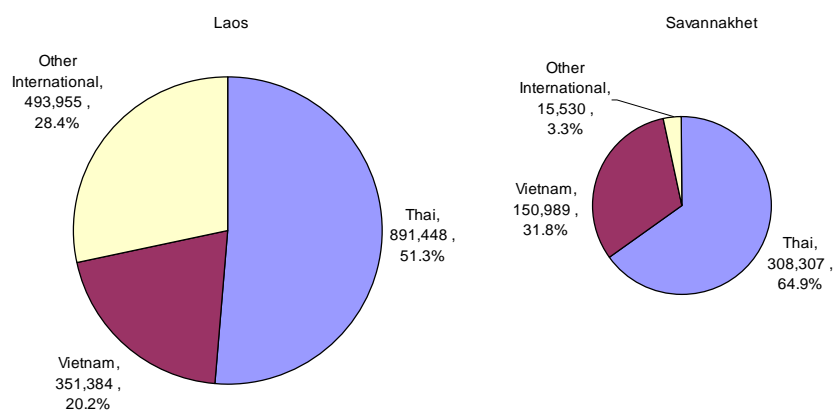


Figure A5.3 Numbers of Hotels, GH, Restaurants and Entertainments in Savannakhet (2004-2009)

