

# The Project for Capacity Enhancement for Sustainable World Heritage Management and Preservation in Luang Prabang

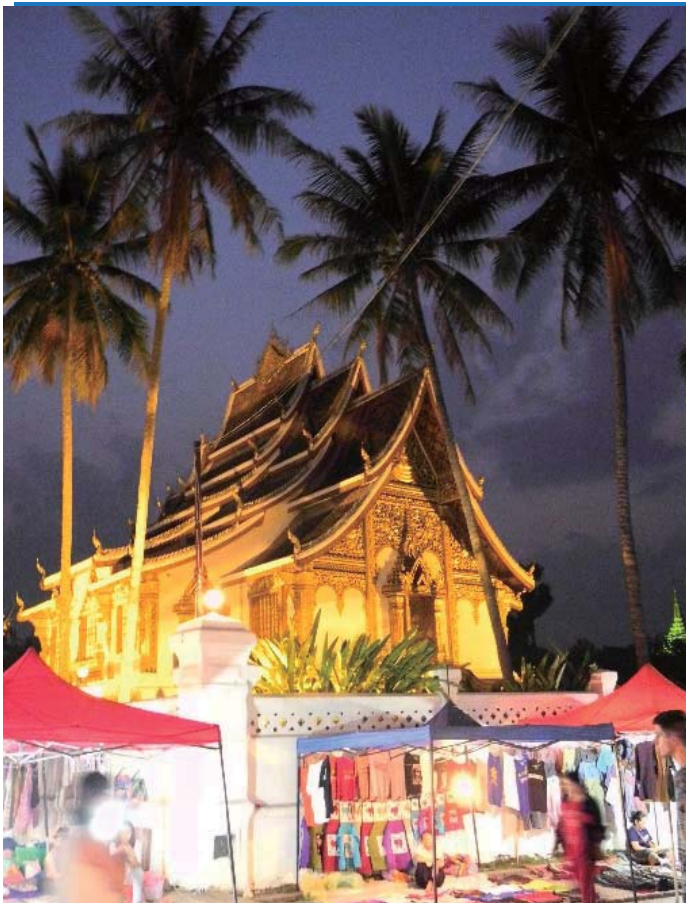
## Activities of JICA Planning Consultant

### 1st JCC Meeting

12<sup>th</sup> December 2018  
JICA Consultant Team

Japan International Cooperation Agency

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# 1. Outline of the Project

## 1. Outline of the Project

### 1) Background

- Environmental pollution by increase of tourists
- Local residents decrease and building use change
- Expected large impact by high-speed railway between China-Lao



**Deterioration Risk of attractive traditional cityscape and culture as UNESCO world heritage**



### **“Record of Discussions”**

for a Project between Luang Prabang Provincial Government and JICA  
in October, 2017

## 2) Project Overall Goal and Purpose

### Project Title

Project for Capacity Enhancement for Sustainable World Heritage Management and Preservation in Luang Prabang

### Overall Goal

Luang Prabang continues to preserve and manage the World Heritage Area and implement rural development in the Province.

### Project Purpose

To enhance the capacity development of related organizations of Luang Prabang in preserving and managing the World Heritage Area and implementing rural development in the Province.

### Project Period

August 2018 – November 2021 (3 years)

## 3) Purpose and Work Period of Planning Consultant

### Purpose of Planning Consultant

To contribute the "Project Purpose", **selected activities** shall be conducted by Planning Consultant out of all project activities

### Work Period of Planning Consultant

November 2018 – January 2020 (15 months)

especially, **the first half a year until May 2019** (intensive work)

### Main Work Target of Planning Consultant

#### Output 1

To organize preservation and management body

#### Output 2

To propose fund mechanism

#### Output 3

To set up a pilot project

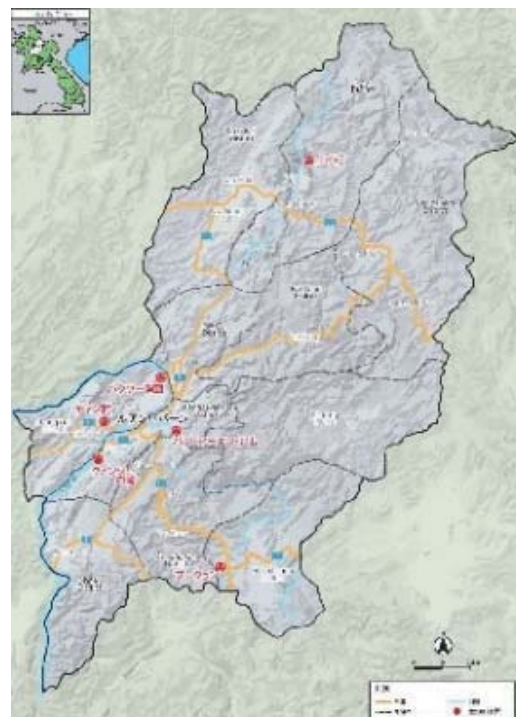
⇒ Implementation

#### Output 4

To promote the public relation activities

## 4) Target Area

World Heritage Area	7km <sup>2</sup>	Output 1 & 2
Whole Province	16,875km <sup>2</sup>	Output 3 & 4



Source: JICA Consultant Team

Figure: Target Areas of Planning Consultant

## 5) Work Items of Planning Consultant

Table: Work Items of Planning Consultant

<i>Output</i>	<i>Activities</i>	<i>Target Area</i>
<b>1</b> To organize preservation and management body	<b>1-1</b> Review the rules of the existing organizations	World Heritage Area
	<b>1-2</b> Identify the role of the local community as the responsible organization	
	<b>1-3</b> Propose necessary measures and action plan	
	<b>1-5</b> Review and analyze the maintenance manuals and regulation	
<b>2</b> To propose fund mechanism	<b>2-1</b> Calculate the necessary cost for the preservation and management	World Heritage Area
	<b>2-2</b> Review and analyze the existing tax system and propose the sustainable fund raising mechanism and its distribution system	
<b>3</b> To set up and conduct a pilot project	<b>3-1</b> Choose the pilot project about new tourist resource, handicrafts, agricultural products	Whole Province
	<b>3-2</b> Set up the pilot project	

Source: JICA Consultant Team



## 6) Deliverables and JCC Meetings

### Deliverables

Table: Deliverables

<i>Deliverables</i>	<i>Expected Date</i>
Inception Report	December, 2018
Interim Report	March, 2019
Monitoring Sheet	June, 2019
Final Report	January, 2020

Source: JICA Consultant Team

### JCC Meetings

Table: JCC Meetings

<i>Meetings</i>	<i>Expected Date</i>
1 <sup>st</sup> JCC Meeting	December, 2018
2 <sup>nd</sup> JCC Meeting	May-June, 2019
3 <sup>rd</sup> JCC Meeting	December, 2019

Source: JICA Consultant Team

## 6) Deliverables and JCC Meetings

### Discussion among project team through daily collaboration and JCC

#### Output 1

To organize preservation and management body

#### Output 2

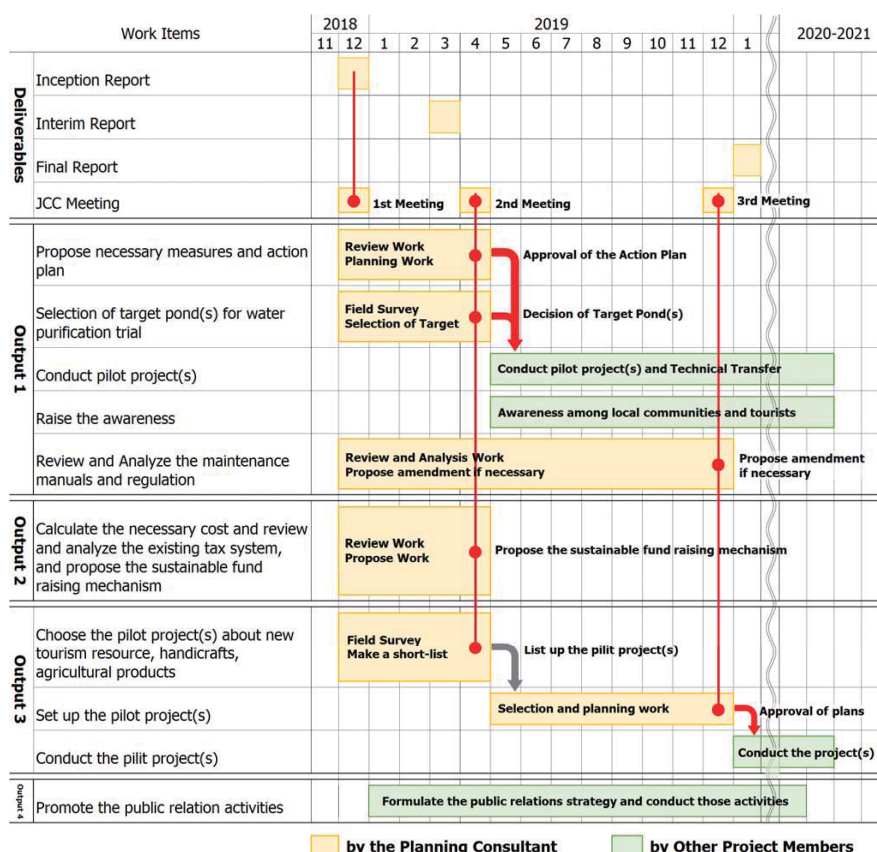
To propose fund mechanism

#### Output 3

To set up and conduct a pilot project

1 <sup>st</sup> JCC Dec. 2018	<ul style="list-style-type: none"> <li>Project outline and schedule</li> </ul>		
2 <sup>nd</sup> JCC May or Jun. 2019	<ul style="list-style-type: none"> <li>Action Plan</li> <li>Sites selection for water purification experiment</li> </ul>	<ul style="list-style-type: none"> <li>Proposal of fund for the World Heritage Area</li> </ul>	<ul style="list-style-type: none"> <li>Site selection for pilot project</li> </ul>
3 <sup>rd</sup> JCC Dec. 2019	<ul style="list-style-type: none"> <li>Proposal of law and regulation revision for the World Heritage Area</li> </ul>		<ul style="list-style-type: none"> <li>Implementation plan</li> </ul>

## 7) Work Flow of Planning Consultant

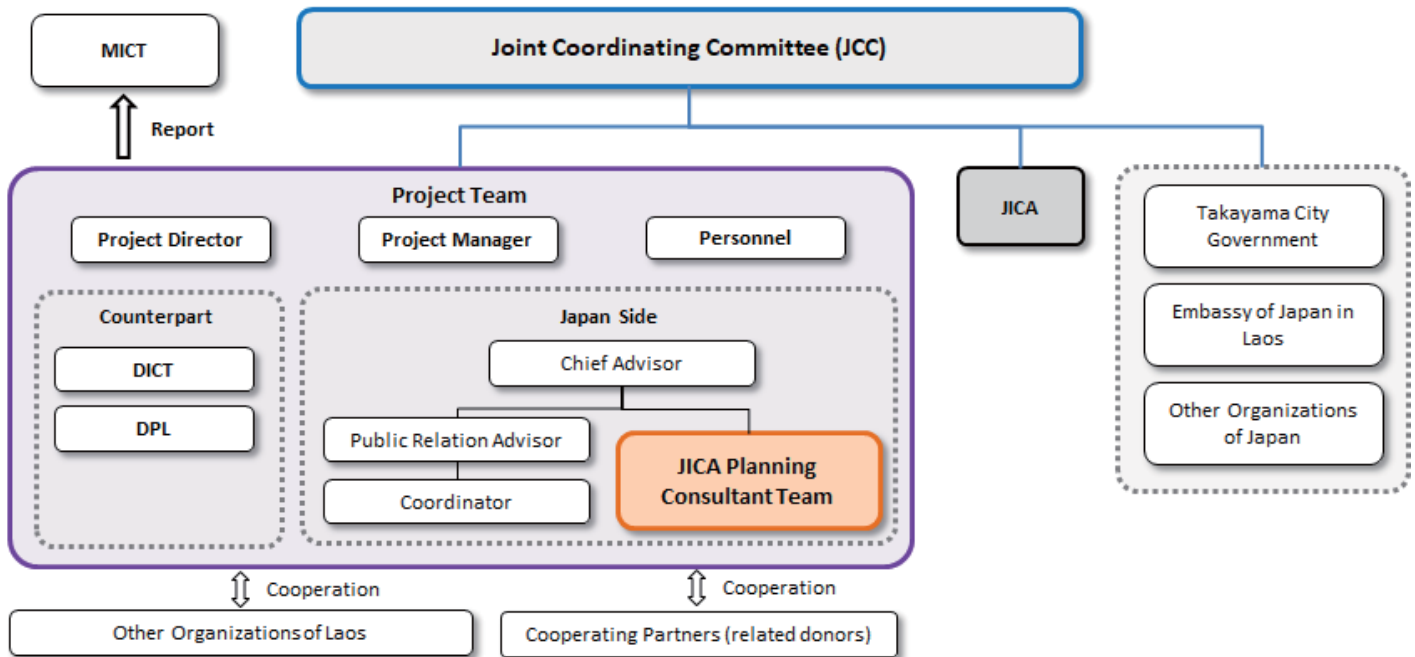


Source: JICA Consultant Team  
**Figure: Work Flow**

## 8) Members of Planning Consultant

Name	Position
<b>Kuniomi HIRANO</b>	Team Leader / Heritage Preservation & Management
<b>Akifumi WATANABE</b>	Deputy Team Leader / Finance and Fund Mechanism
<b>Masahiro NIIMI</b>	Tourism Resources Development
<b>Masato KURODA</b>	Handicrafts and Agricultural Products Development
<b>Hiroshi IMAE</b>	Environmental Improvement and Water Purification
<b>Hiroshi ONO</b>	Architecture Preservation Plan
<b>Kongkeo Phamavanh</b>	Architecture Preservation Cost Calculation
<b>Taku MIHARA</b>	Regional Development / Project Coordination

## 9) Planning Organization and Counterparts



Source: JICA Consultant Team

Figure: Project Implementation Structure



# 2. Work Plan & Technical Approach

## 1) Activities for Output 1

### To organize preservation and management body Approach from four (4) angles

#### Historical buildings preservation

Heavy burdens of historical buildings preservation discourage to repair buildings. And few building repairing mean few opportunities of succession of carpenter's skills.

#### Townscape preservation

Townscape consists of not only historical buildings but also covers public spaces including streets, trees, open spaces and other buildings.

#### Cleaning and anti-fire activities promotion

Beautification through routines maintenance are important to maintain tourism attraction.

#### History and culture succession

Decreasing local population and increasing international tourists disturb the original culture around temples and communities in Luang Prabang.

## 1) Activities for Output 1

### To organize preservation and management body

#### Activities from 4 angles

##### Data updating

- Current activities and roles of public agencies and local community for heritage area management
- Good practices in the ASEAN countries and Japan

##### Action plan formulation

- Proposing an implementation structure (physical and non physical) including public and local
- Identifying role of each agency or organization

#### Laws & Regulations

##### Review of regulations

- Reviewing existing laws, regulations and rules

#### Pond Water Quality Improvement

##### Preparation for pilot project for water quality improvement

- Confirming requirements of SUPERSOL which is an experimental and ecological material for water purification
- Surveying the ponds in the World Heritage Area (size, pond use, water quality)
- Selecting candidate ponds for the experiment

## 2) Activities for Output 2

### To propose fund and financial mechanism

#### Financial resources

Possibility of utilizing for special purpose, preservation and management of the World Heritage fund, shall be studied according to Laos' financial system and regulation.

#### Establishment of fund

Special purposed fund for the World Heritage contributes preservation and management effectively.

#### Transparency

To ensure transparency, uses and allocation of fund, management organization and their responsibility, and operation guideline shall be studied.

## 2) Activities for Output 2

### To propose fund and financial mechanism

#### Cost Calculation

#### Fund Mechanism

#### Data updating

- Preserving conditions of buildings in the World Heritage Area listed in World Heritage Office
- Cost for building repair.
- Cost for preservation and management activities listed in proposed the Action Plan

#### Cost calculation

- Calculating total and annual cost for building repair and preservation and management activities (cleaning, fire prevention)

#### Data updating

- Existing tax system including laws, regulations and organizations
- Practices of fund management in Laos
- Financial resources for preservation and management of the World Heritage Area
- Good practices in the other World Heritages

#### Proposal for sustainable fund

- Proposing financial mechanism, management body and manual for fund management



### 3) Activities for Output 3

#### To set up pilot project (s)

**Profitability is a key to enhance business continuity after this project**

#### Tourist needs & Business profit

Needs of tourists and profit are requirements of pilot project implementation.

#### Synergy with local culture

Although profitability is important, the pilot projects should consider Luang Prabang's culture and environment. Pilot projects are proposed to utilize existing resources such as human, culture or nature.

#### Active participation and cooperation between Laos and Japan

Pilot projects will be conducted by Laotian operators collaborating with Japanese operators. Active participation and cooperation between both operators are essential.

#### Clear implementation plan

Implementation plan can clarify 5W2H(who, what, when, why, how and how much)

### 3) Activities for Output 3

#### To set up pilot project (s)

#### Choose pilot projects

- Surveying tourism potential of places listed by DICT and products in Luang Prabang Province.

**New Tourism  
Resources**

**Handicraft**

**Agricultural  
Product**

#### Set up pilot projects

- Formulating implementation plan for each pilot project (preparation of menu list)
  - *Project title, pictures, location, examining points, access to the site, participation of community, contribution to the region, output, income, financial viability, challenges for implementation*
- Coordinating and building consensus between operators of Lao and Japan for pilot projects

### 3) Activities for Output 3

#### To set up pilot project (s)

##### ■ Tourism Resources will be developed and promoted for regional development :

- Culture, history, nature, others

##### ■ Priority areas (regions) of regional development for tourism development:

- Chomphet, Muang Ngoi, Ban Nanyang, Phou Khoun, others

##### ■ Agricultural products (including process):

- Bamboo products, alcohol, hot sweet sauce, dried pork meet, cow skin, fried dough cookie, cresson, beef, others

##### ■ Handicrafts:

- Scarf, handmade paper, textile, woodwork, pottery, embroidery, silver product, others



## 3. Expected Support

### **EXPECTED SUPPORT FOR JICA CONSULTANT TEAM BY LUANG PRABANG PROVINCE**

1. Arrangement supports of meetings and interviews with relevant governmental organizations and local communities & companies  
< from December, 2018 >
2. Arrangement and security supports of field survey for finding tourism resources, handicrafts, and agricultural products, targeting at the whole province  
< mainly from January, 2019 >
3. Sharing security and safety information during this project



# Project Proposal

- Presentation of Activities for Output 1, 2 & 3 -

2<sup>nd</sup> JCC Meeting  
2019.07.02

Japan International Cooperation Agency



# Outline

Japan International Cooperation Agency

## 1) Project Overall Goal and Purpose

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## 2) JCC Meetings

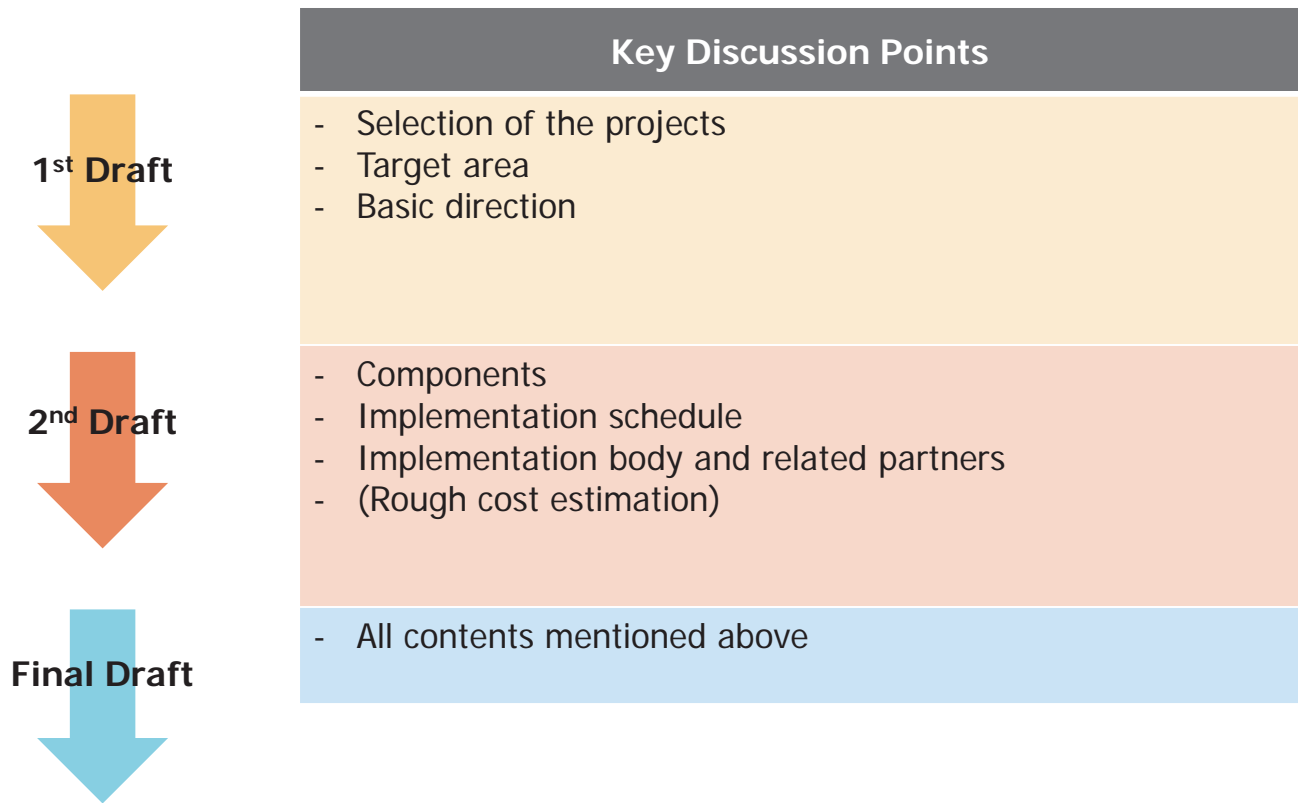
**Table: JCC Meetings**

<i>Meetings</i>	<i>Schedule</i>	<i>Status</i>
1 <sup>st</sup> JCC Meeting	12 <sup>th</sup> Dec. 2018	Completed
<b>2<sup>nd</sup> JCC Meeting</b>	<b>2<sup>nd</sup> Jul. 2019</b>	<b>Today</b>
3 <sup>rd</sup> JCC Meeting	Dec. 2019	-

Source: JICA Consultant Team



### 3) Steps of Designing the Projects to be Implemented



### 3) Steps of Designing the Projects to be Implemented





# Output 1 & 2

## Preservation & Management and Fund Mechanism

Japan International Cooperation Agency

### Output 1 & 2



8

#### List of Activities for Output 1 & 2

<i>No.</i>	<i>Project Name</i>	<i>Field</i>	<i>Output</i>
A-1	Activity for Community-base Management	Heritage	1
A-2	Activity for Pond Water Improvement & Monitoring	Heritage	1
A-3	Activity for Public Toilet Management Improvement	Heritage/Tourism	1
A-4	Activity for Public Garden Improvement	Heritage/Tourism	1
A-5	Activity for Phousi View Point Improvement & Technical Funding	Heritage/Tourism	1,2
A-6	Activity for Heritage Building Rehabilitation Crowdfunding	Heritage/Tourism	1,2

Source: JICA Consultant Team

## List of Activities for Output 1 & 2

< World Heritage Management Items and Issues >

Action Plan (draft)

### 1. Heritage Preservation

Heavy burdens of historical buildings preservation discourage to repair buildings. And few building repairing mean few opportunities of succession of carpenter's skills.

**Activity** for Heritage Building Rehabilitation Crowdfunding (A-6)

**Activity** for Phousi View Point Improvement & Technical Funding (A-5)

### 2. Townscape Preservation

Townscape consists of not only historical buildings but also covers public spaces including streets, trees, open spaces and other buildings.

**Activity** for Public Toilet Management Improvement (A-3)

**Activity** for Public Garden Improvement (A-4)

### 3. Townscape Management

Beautification through routines maintenance are important to maintain tourism attraction.

**Activity** for Community-base Management (A-1)

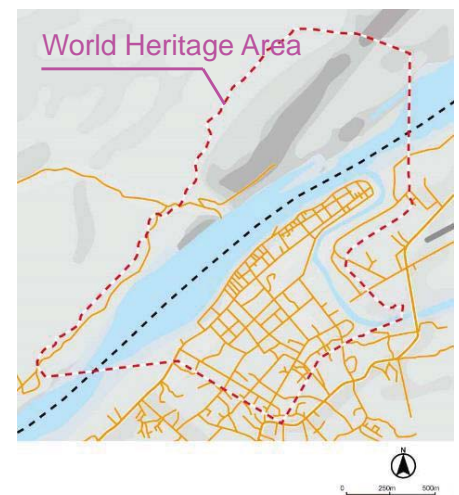
### 4. Intangible Activity

Decreasing local population and increasing international tourists disturb the original culture around temples and communities in Luang Prabang.

**Activity** for Pond Water Improvement & Monitoring (A-2)

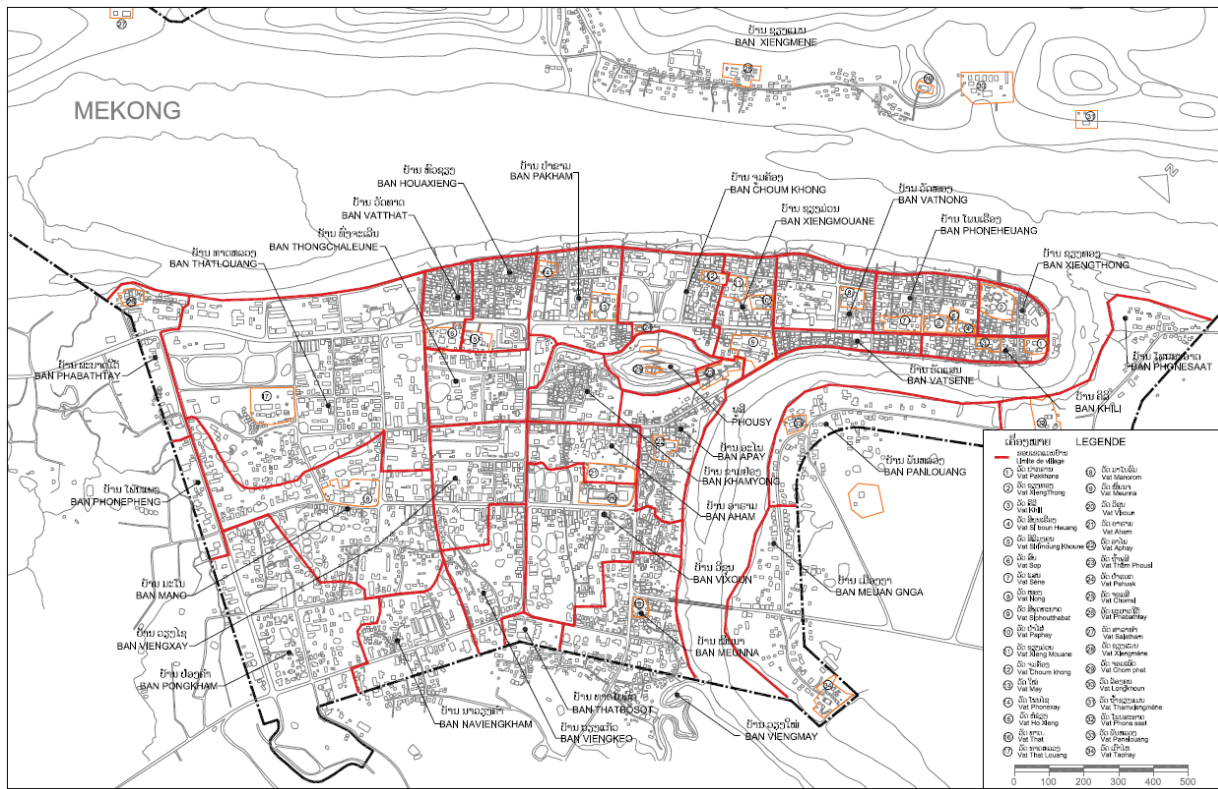
## A-1: Activity for Community-base Management

<i>Purpose</i>	To enhance community-base activities to realize and solve local problems from view of sustainability of management in the World Heritage
<i>Target Area</i>	All 28 villages in World Heritage Area (ZPP-Ua & ZPP-Ub)
<i>Components</i>	<ol style="list-style-type: none"> <li><b>1. Training of village heads in Japan to learn community-base activities in Takayama City. (Conducted in Feb. &amp; Mar. 2019)</b></li> <li>Establishment of a "World Heritage Village Federation (VF)".</li> <li>Periodical meeting and activity of VF to discuss community-base management.</li> <li>Implementation of community-base activities, such as "cleaning", "fire protection", "cultural and historical event", "pond water management", etc..</li> <li>Establishment of cooperation mechanism between VF and government organizations.</li> <li>Expert(s) dispatchment from Japan.</li> </ol>



Training in Takayama

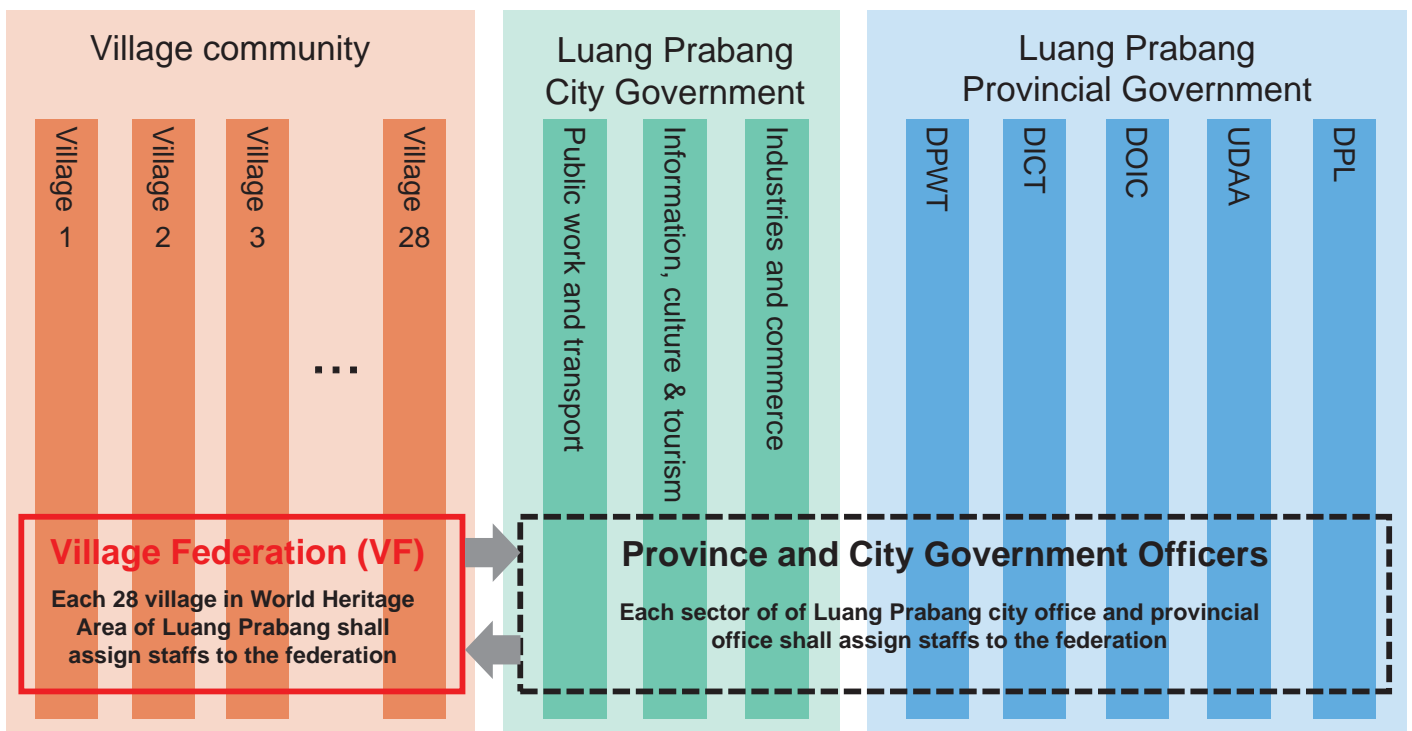
## A-1: Activity for Community-base Management



Target area of Activity for Community-base Management (28 villages)

## A-1: Activity for Community-base Management

### Organization of Village Federation (VF)





## A-1: Activity for Community-base Management

### Cleaning Activity

#### Current situation



Periodical cleaning led by Village



Morning market site after closing



Waste water mixed with garbage

#### Proposed activities

#### 1. Garbage separation & convert-to-money system (plastic bottle)

→Publicity of rules and system to villagers

#### 2. Compost waste utilization

→Link compost needs to hotels and restaurant

#### 3. World heritage area all clean day

→Involve tourists, companies and villagers



Garbage collection in Takayama city

## A-1: Activity for Community-base Management

### Fire Protection Activity

#### Current situation



Existing fire hydrant

#### Proposed activities

#### Installation by JICA water supply project

- Install 45 fire hydrant in Luang Prabang City (38 in World Heritage Area)
- Underground type is adopted for 21 hydrant in consideration of townscape
- Installation will be completed in 2022



Manhole (underground type)  
New fire hydrant (Underground type)

Utilize the equipment

1. Fire hydrant location mapping and PR
2. Training on use of fire hydrant and fire extinguisher equipment



Fire hydrant in Takayama City



## A-1: Activity for Community-base Management

### Cultural and Historical Event Activity

Current situation: traditional events led by each village



Link characteristics of each village

Proposed activities

1. Tourism promotion of events especially for low season
2. Development of ICT platform for tradition information
3. Traditional interpretation for each village



QR code movie access in Takayama

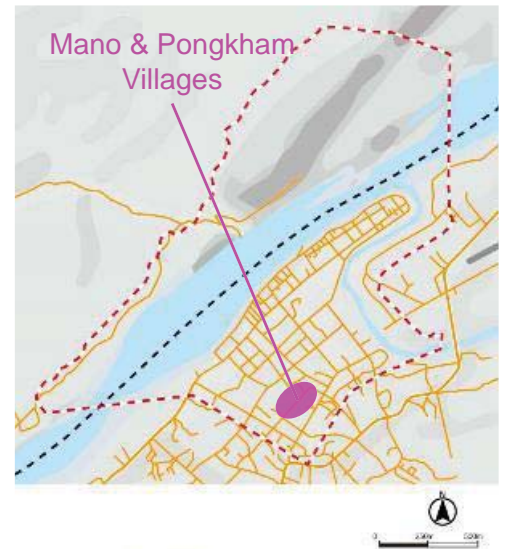
## A-1: Activity for Community-base Management

<i>Accessibility</i>	(within World Heritage Area)
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>• Village Communities</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>• Province and City Government</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>• Dispatch experts to support drawing up the activity plan and execute training on cleaning, fire protection, cultural and historical event activities.</li> </ul>
<i>Remarks and Issues</i>	<ul style="list-style-type: none"> <li>• Collaboration with water supply project by JICA shall be considered on fire protection.</li> </ul>

Schedule	2019	2020	2021
Establishment of Village Federation (VF)	Establishment of VF		
	Establishment of cooperation mechanism		
Community-base activities		Cleaning activity	
		Fire protection activity	
		Cultural and historical event activity	

## A-2: Activity for Pond Water Improvement & Monitoring

<i>Purpose</i>	To improve environment in following aspects; <ul style="list-style-type: none"> <li>- Landscape: Enhance green stream in the heart of the town</li> <li>- Socio-economic: Produce food by raising fish and growing vegetables</li> <li>- Health: Treat discharged water to improve sanitation</li> <li>- Flood mitigation: Manage excess water in rainy season with ponds and drainage</li> </ul>
<i>Target Area</i>	Firstly Mano and Pongkham Villages, and expanded in future to all ponds in ZPP-N
<i>Hard Components</i>	1. Installation of drainage pipe (septic tank) at each household near ponds
<i>Soft Components</i>	<ol style="list-style-type: none"> <li>1. <u>Expert(s) dispatch from Japan (Aug. 2019 ?)</u></li> <li>2. Implementation of water purification pilot project</li> <li>3. Water quality monitoring in all ponds and associated places in the target area</li> <li>4. Workshop(s) and/or training(s) to share learnings from the pilot project</li> </ol>



## A-2: Activity for Pond Water Improvement & Monitoring

### Current issues in pond water quality



Waste water from a house is directly discharged into a pond, deteriorating water quality

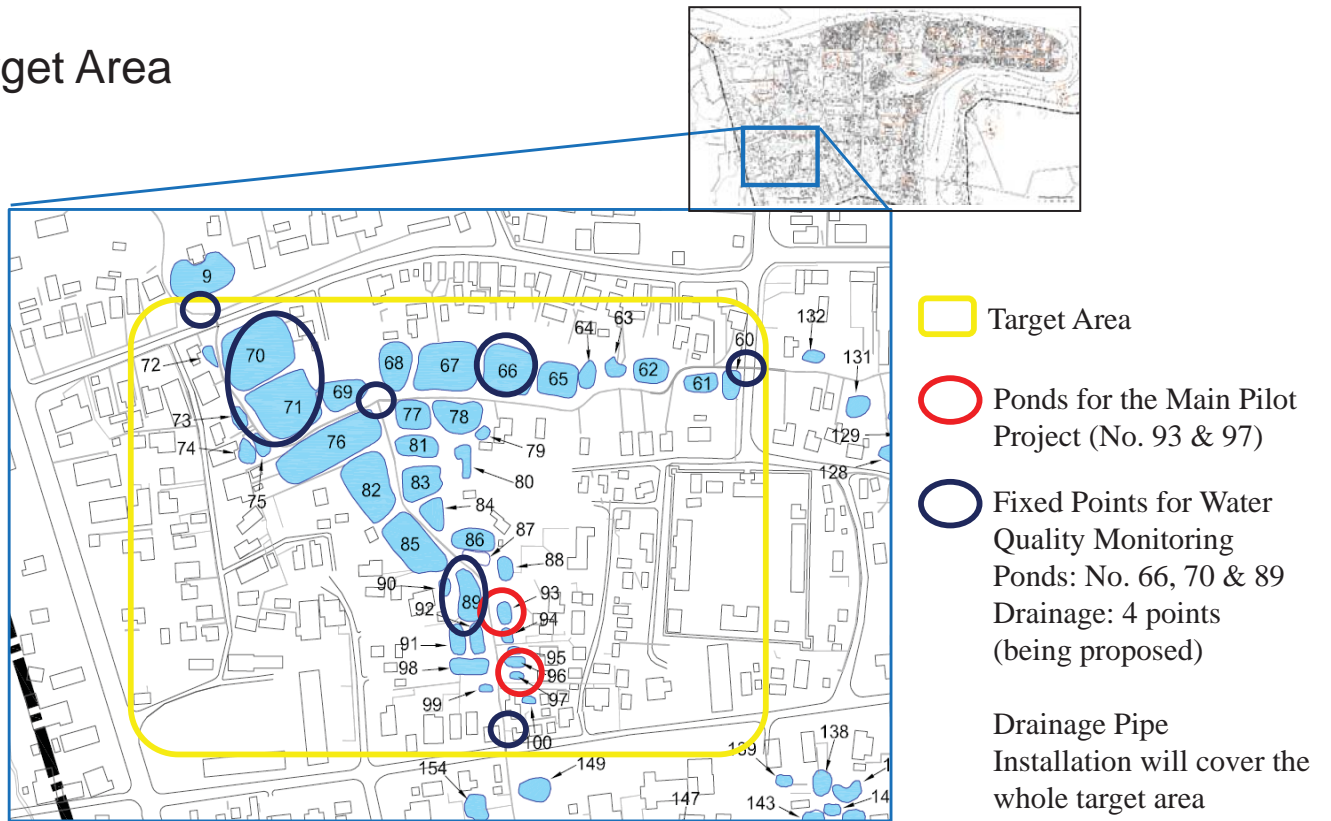


Poor water quality allows mass propagation of mosquito larvae, causing public health problems



## A-2: Activity for Pond Water Improvement & Monitoring

Target Area



## A-2: Activity for Pond Water Improvement & Monitoring

### Water Purification Pilot Project

#### Preliminary Pilot Project with aquariums

- Fill aquariums with the pond water to see what percentage of water purification material is most effective
- Keep them calm under shade
- Monitor water quality regularly



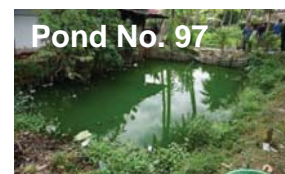
Preliminary project with aquariums

#### Main Pilot Project at Ponds No. 93 & 97

- Use plastic containers (e.g. beer case) filled with water purification material to keep them underwater
- Monitor water quality regularly to see how effective the material is






Pond No. 93



Pond No. 97

## A-2: Activity for Pond Water Improvement & Monitoring

### Other Activities

Activities	Water quality monitoring in ponds and associated places	Installation of drainage pipe at houses neighboring to ponds	Workshops / trainings
Purpose	To collect baseline data on water quality in ponds and associated places in Mano and Pongkham villages for future planning.	To divert waste water from houses into the drainage running in residential areas, so that pond water is not affected.	To share learnings from the Super-Sol Pilot Project with other pond owners and other villages.
Image of the activities	 <p>Water quality monitoring in the field (pH, temp., etc.).</p>	 <p>Some houses already have drainage pipe to the drainage.</p>	 <p>Learnings and experiences will be shared among villagers.</p>

## A-2: Activity for Pond Water Improvement & Monitoring

<i>Accessibility</i>	within World Heritage Area
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>• DPL</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>• UDAA</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>• Technical support to improve and monitor pond water quality</li> </ul>
<i>Remarks and Issues</i>	<ul style="list-style-type: none"> <li>• Ponds without resident owners shall also be addressed.</li> </ul>

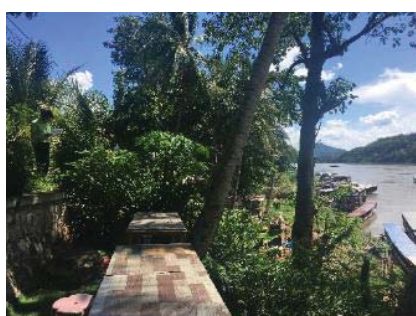
## A-2: Activity for Pond Water Improvement & Monitoring

### Implementation schedule

Schedule		2019	2020	2021
Water Purification Pilot Project (Preliminary)	Soft	Preparation	Monitoring of aquarium water Review	
	Hard	Access bridge Installation		
Water Purification Pilot Project (Main)	Soft	Preparation	Monitoring of pond water	Review
	Soft	Preparation	Monitoring at fixed points and all ponds	
Water Quality Monitoring	Soft	Preparation		Review
Installation of Drainage Pipe	Hard	Needs Assessment	Installation	
Workshops / Trainings	Soft	Workshops		Preparation
	Soft			Workshops Review

## A-3: Activity for Public Toilet Management Improvement

<i>Purpose</i>	<ul style="list-style-type: none"> <li>To provide better environment for the citizens and tourists especially for sanitation</li> <li>To enhance for appropriate maintenance and management method of public facilities</li> </ul>
<i>Target Area</i>	ZPP-Ua
<i>Hard Components</i>	<ul style="list-style-type: none"> <li>Installation of new toilet</li> </ul>
<i>Soft Components</i>	<ul style="list-style-type: none"> <li>Capacity enhancement for the organization on management and utilization of the public toilet</li> </ul>





### A-3: Activity for Public Toilet Management Improvement

#### Current status

Public toilets exist beside rivers. Additionally private toilets open to the people.

Public facilities need to be proper management for continuous using and in good condition.



Painting



No access



Damaged Equipment



Not clear sight

### A-3: Activity for Public Toilet Management Improvement

This project make the model for public facilities management through the new toilet construction and management. It is expected the method in the model case would be applied to other sites.

#### Target site



#### Considering scheme



### A-3: Activity for Public Toilet Management Improvement

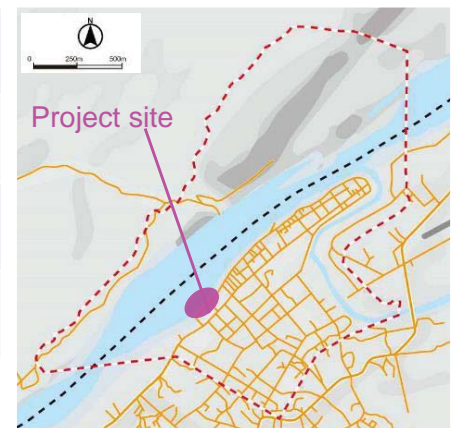
<i>Accessibility</i>	(within World Heritage Area)
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>DPL</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>DPL (construction)</li> <li>UDAA (management)</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>Support to draw up Public toilet maintenance policy</li> </ul>
<i>Remarks and Issues</i>	<ul style="list-style-type: none"> <li>There is a project that Installation for a view point. (DPL)</li> </ul>

#### Implementation schedule

Schedule	2019	2020	2021
Pilot Toilet		Construction	management
Other toilet		Management improvement	

### A-4: Activity for Public Garden Improvement

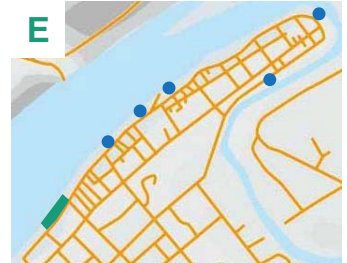
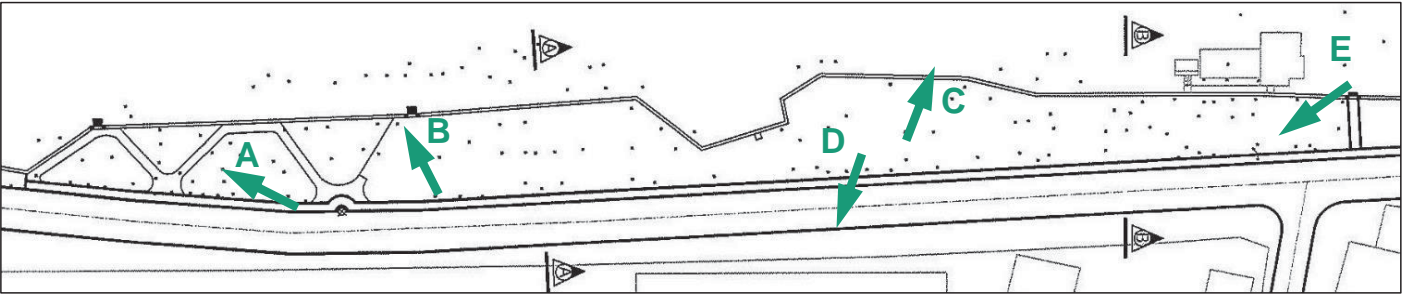
<i>Purpose</i>	<ul style="list-style-type: none"> <li>To provide better environment and landscape for the citizens and tourists</li> </ul>
<i>Target Area</i>	Garden behind governmental office (the area is 3,350 sqm in total)
<i>Hard Components</i>	<ol style="list-style-type: none"> <li>Garden construction work (Option: Toilet construction work)</li> </ol>
<i>Soft Components</i>	<ol style="list-style-type: none"> <li>Capacity enhancement for the organization on management and utilization of the garden.</li> </ol>





## A-4: Activity for Public Garden Improvement

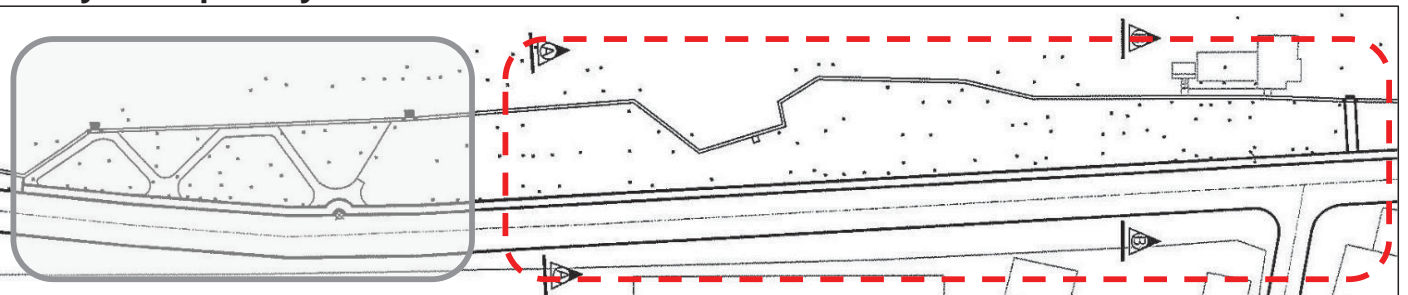
### Current status



- A:** Improved with support by ADB
- B:** Spending with table and chairs under tree
- C:** Good view of Mekong River
- D:** Boat landing point is next to project site
- E:** There are no toilets around the project site

## A-4: Activity for Public Garden Improvement

### Analysis of priority



#### Completed

Already improved and managed by UDAA



#### Target Area

Good river view  
Wide and flat land



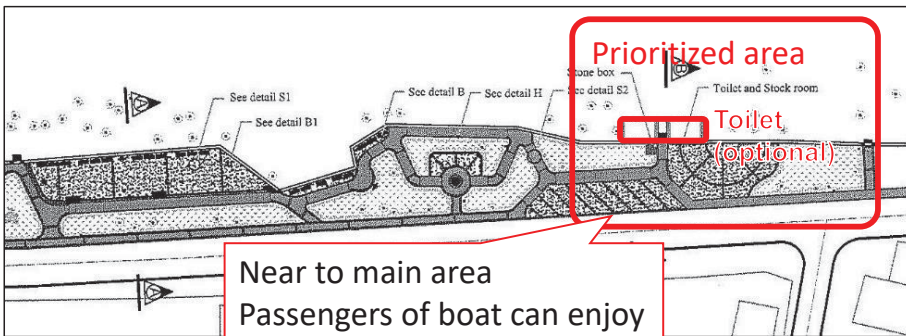
#### Near to main area

Passengers of boat can enjoy  
Toilet planned(optional)

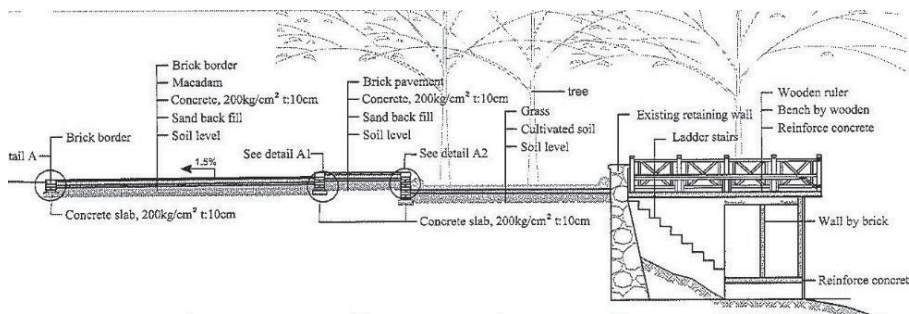


## A-4: Activity for Public Garden Improvement

### Plan



### Images of improvement



## A-4: Activity for Public Garden Improvement

<i>Accessibility</i>	(within World Heritage Area)
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>DPL for Hard</li> <li>UDAA for Soft</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>DPL</li> <li>UDAA</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>Support to draw up green &amp; landscape maintenance policy</li> </ul>
<i>Remarks and Issues</i>	<ul style="list-style-type: none"> <li>Application to maintenance of public gardens and toilets in other area shall be considered.</li> </ul>

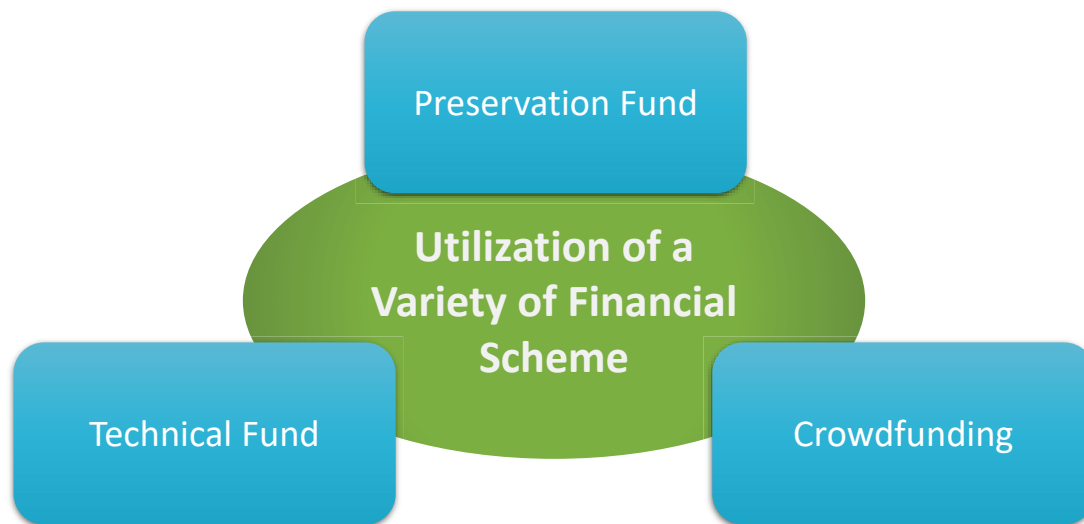
### Implementation schedule

Schedule	2019	2020	2021
Hard		Construction	
Soft			management



## Utilization of a Variety of Financial Scheme

- In addition to establish World Heritage Preservation Fund, additional fund has to be examined.
- “Technical fund” (for specific purpose) and “Crowdfunding” (fund raising through internet site) can be considered as a candidate for additional fund.
- Application of “Technical fund” and “Crowdfunding” shall be examined through pilot project



## Current Situation on World Heritage Preservation Fund

### Current situation of developing “World Heritage Preservation Fund”

- Prime Minister Office has agree to establish the world heritage preservation fund, and it is under developing.
- **World Heritage Preservation Fund will be stipulated as Prime Minister Decree**, which includes target activity, revenue source, cost allocation, and fund management.
- The fund was proposed from Luang Prabang Province and planned to be discussed with Directorate of Culture of Ministry of Information, Culture and Tourism.
- **In order to improve world heritage management, the fund has to be stipulated as soon as possible.**

### Challenge for developing “World Heritage Preservation Fund”

- **Revenue allocation between tourism and heritage:** World heritage is used as a tourism resource. Some portion of revenue from tourism has to be categorized as heritage revenue.
- **Development of detail (guideline) based on law:** Detail on tourism management and heritage management is not developed. Detail has to be developed to clarify the heritage management.
- **Clarifying the management mechanism:** Fund management mechanism has to be clearly defined. World Heritage Preservation Committee may be an ideal management body.

## Approach for Developing Fund for World Heritage Preservation and Management

- Revenue, expenditure, activity, financial plan has to be reported to National government for approval. Once the plan is approved, provincial government is authorized to manage the budget within the proposed plan.
- As long as revenue is secured, provincial government has some level of discretion on budget management.
- Technical fund is used by each department for specific purpose.
- Additional fund source has to be investigated.

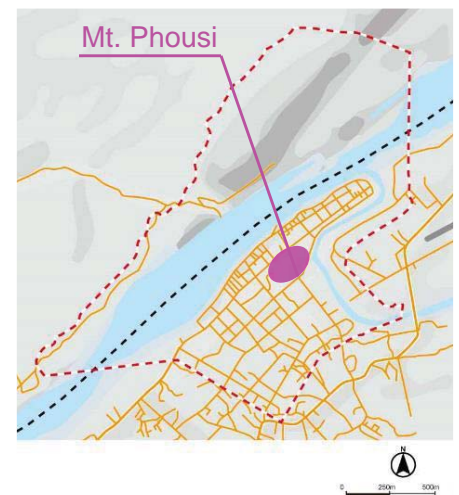


### Utilizing existing fund mechanism and develop new fund mechanism

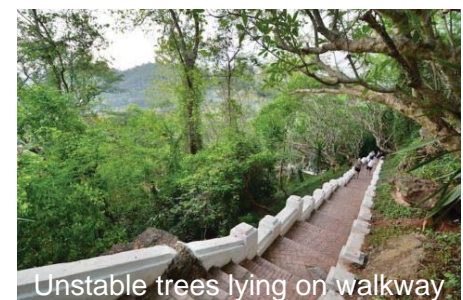
- Continue discussion with concerned agencies and establish “World Heritage Preservation Fund” as soon as possible.
- Conduct trial implementation of “Crowdfunding” for heritage building rehabilitation
  - Appeal to the world the importance of heritage preservation and strengthen promotion skills
- Improvement of “Technical fund” for Phousi improvement
  - Improve technical fund management (securing income, budget allocation).

## A-5: Activity for Mt. Phousi View Improvement & Technical Funding

<i>Purpose</i>	<ul style="list-style-type: none"> <li>• To enhance attraction and sustainability of Mt. Phousi from view of heritage preservation such as pagodas and statues of buddha, safety for visitors and their satisfaction.</li> </ul>
<i>Target Area</i>	Mt. Phousi
<i>Hard Components</i>	<ol style="list-style-type: none"> <li>1. View point design improvement</li> <li>2. Landscape improvement and management</li> </ol>
<i>Soft Components</i>	<ol style="list-style-type: none"> <li>1. Capacity development of Safety management</li> <li>2. Formation of management organization</li> <li>3. Technical fund management</li> </ol>



### Current Situation





## A-5: Activity for Mt. Phousi View Improvement & Technical Funding

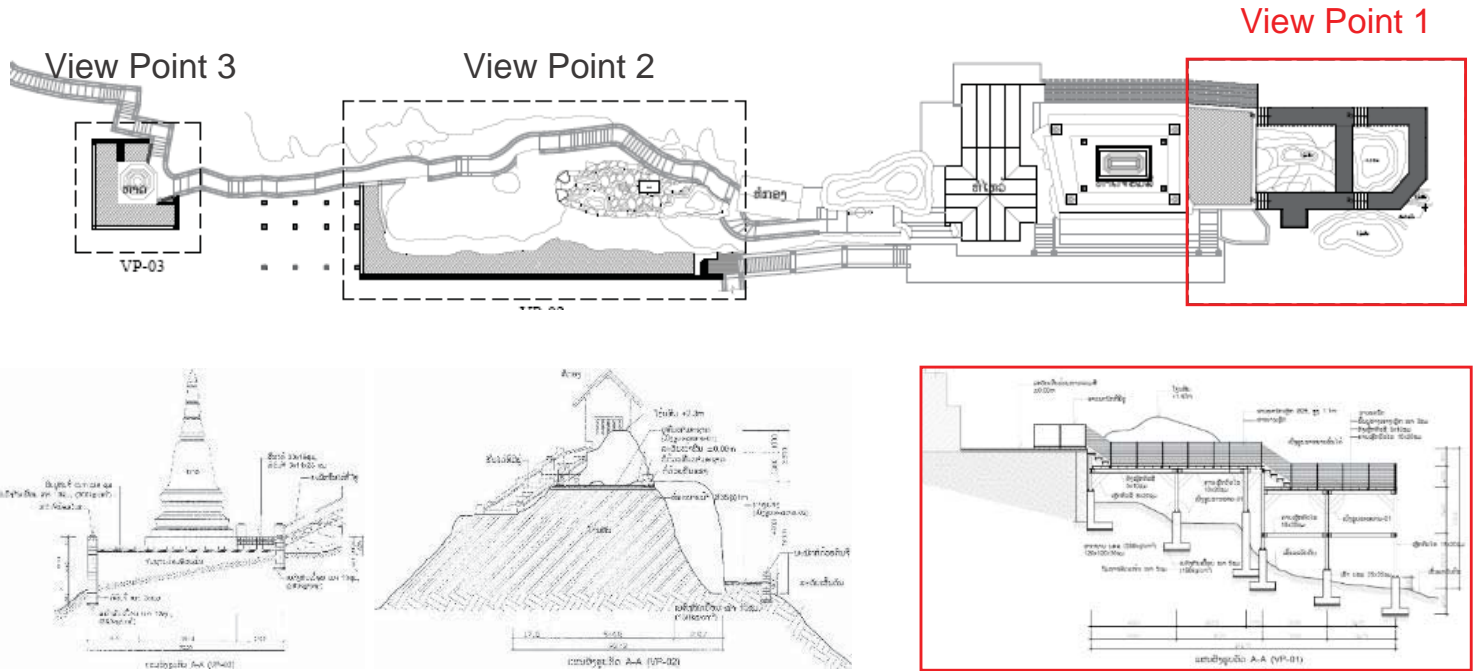
- Current situation on Mt. Phousi management:
  - Mt. Phousi is national heritage and managed by Luang Prabang Province.
  - Management is done through sub-contract to local people and villages
- **Technical fund is designed for specific purpose use and can be used for Mt. Phousi management.**
- Pilot Project design:
  - Project purpose: Capacity on heritage and fund management is enhanced
  - Output:
    - Mt. Phousi management plan is prepared (activity plan, financial plan (revenue/cost allocation based on activity plan), organizational plan)
    - Mt. Phousi management mechanism is established.
    - Financial management mechanism through “technical fund” is developed.

## A-5: Activity for Mt. Phousi View Improvement & Technical Funding

<i>Accessibility</i>	(within World Heritage Area)
<i>Responsible Authority</i>	• DPL
<i>Implementation Players</i>	• DPL
<i>Takayama's Cooperation</i>	• Support to draw up green & landscape maintenance policy
<i>Remarks and Issues</i>	<ul style="list-style-type: none"> <li>• Application to green maintenance in other area shall be considered.</li> <li>• Technical fund mechanism has to be improved.</li> </ul>

# A-5: Activity for Mt. Phousi View Improvement & Technical Funding

## Designed Three View Points by DPL

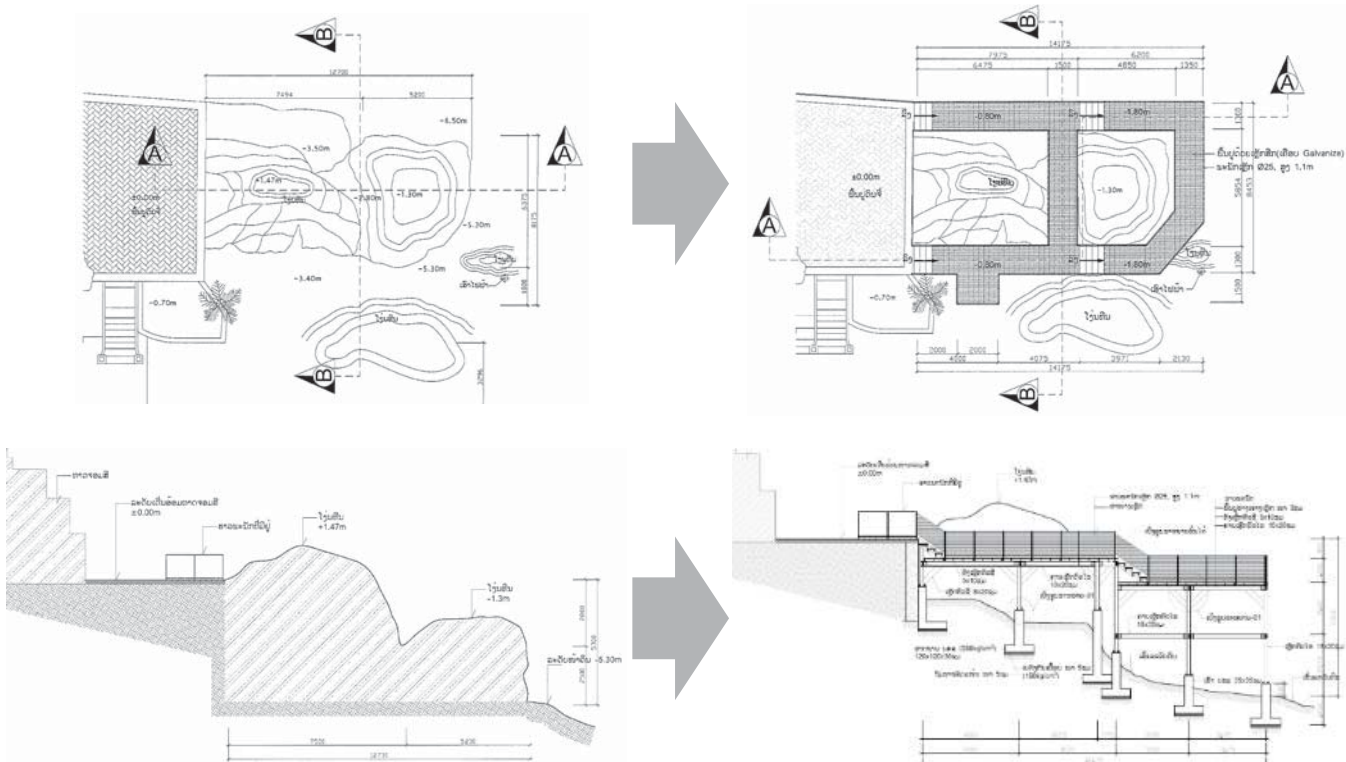


# A-5: Activity for Mt. Phousi View Improvement & Technical Funding

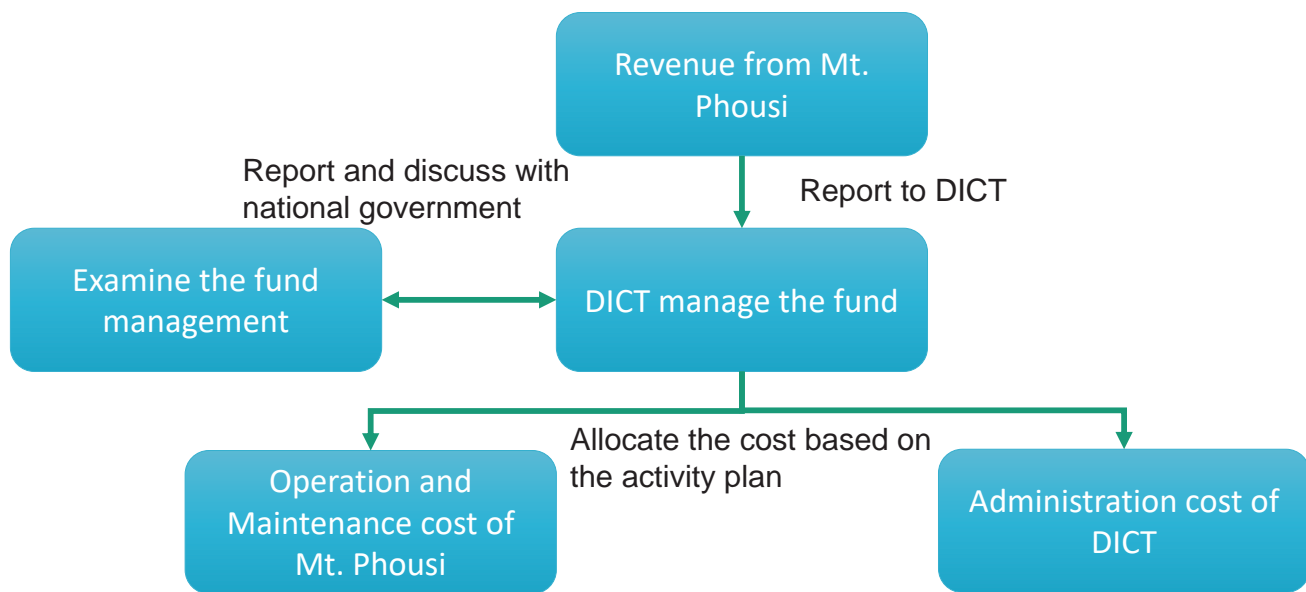
## Design of the View Point 1 (prepared by DPL)

Current

Future



**A-5: Activity for Mt. Phousi View Improvement & Technical Funding**



Through pilot project, “technical fund” management is examined.

- Clarifying revenue and cost for Mt. Phousi management
- Discuss with national government for fund management
- Conduct trial for fund management

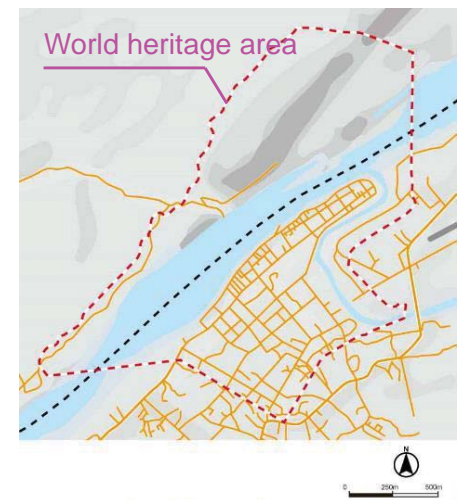
**A-5: Activity for Mt. Phousi View Improvement & Technical Funding**

**Implementation schedule**

Schedule		2019	2020	2021
View point design improvement	Hard	Design review Cost estimation	Bidding	Construction Defect inspection
	Soft	Technical transfer on safety management		Safety management during construction
Landscape management	Hard	Site survey	Landscape design	Landscape improvement & management
	Soft	Formation of landscape management organization		Capacity enhancement of Landscape management
Technical fund management		Preparation of Mt. Phousi management plan	Development of Mt. Phousi management mechanism including “technical fund”	

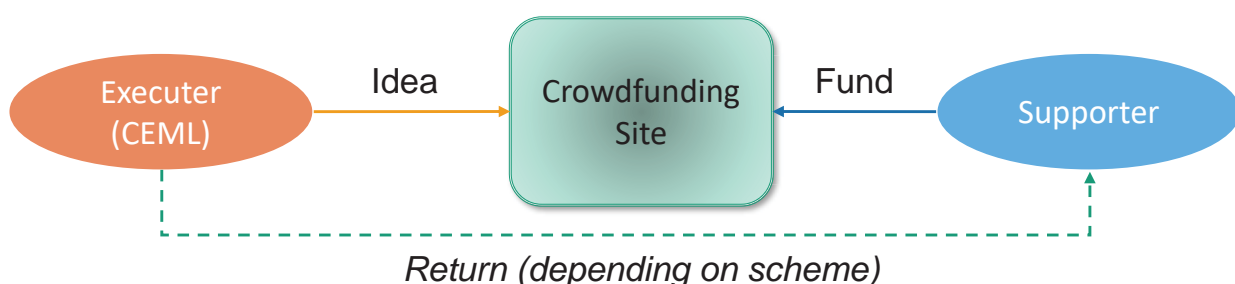
## A-6: Activity for Heritage Buildings Rehabilitation Crowdfunding

<i>Purpose</i>	<ul style="list-style-type: none"> <li>To enhance sustainability of heritage building preservation and rehabilitation in World Heritage Area in terms of financing and operation and maintenance.</li> </ul>
<i>Target Area</i>	World Heritage Area
<i>Components</i>	<ol style="list-style-type: none"> <li>Expert(s) dispatchment from Japan</li> <li>Crowdfunding management             <ul style="list-style-type: none"> <li>Preparation for fund raising (proposal to fund application)</li> <li>Management of fund</li> </ul> </li> <li>Heritage building rehabilitation             <ul style="list-style-type: none"> <li>Selection of target heritage building and prepare promotion activity</li> <li>Rehabilitation of heritage building</li> </ul> </li> </ol>



## A-6: Activity for Heritage Buildings Rehabilitation Crowdfunding

- Crowdfunding is a mechanism through which information on activities are announced and ask support from those who are willing to support the activity through internet.
- It is important to examine how to secure “return” to those who support the activity.
- **Attractive idea is essential for success of crowdfunding.**
- Pilot project design:
  - Project purpose: Capacity on heritage and fund management is enhanced
  - Output:
    - Prepare project idea: project title, target fund amount, project period, project idea, return will to be planned (some fund require return, some fund is considered as donation)
    - Apply for the fund
    - Implement the project (fund raising and implementation) if proposal is accepted





## A-6: Activity for Heritage Buildings Rehabilitation Crowdfunding

### Current finance scheme

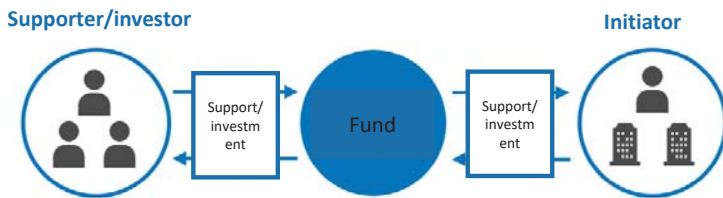
- AFD established a fund for support of heritage building rehabilitation and repair in 2011.
- MOF judged the fund was not complied with the laws of central government in 2014.
- Currently no fund to support heritage building rehabilitation

### Building under rehabilitation financed by private money



### Funding scheme → Crowdfunding

Diagram: crowdfunding



Case to support repair of Angkor Wat

## A-6: Activity for Heritage Buildings Rehabilitation Crowdfunding

### Selection of rehabilitation practice

Selection criteria of building

- Public building or private building

Completed case (hospital)

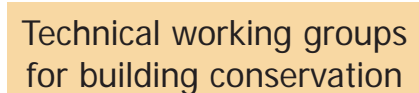


Selection criteria of building

- Urgent repair
  - Roof work
  - Front façade
- Improvement work
  - Façade
  - Plant work

### Practice in Takayama city

Organization



### Façade improvement practice





## A-6: Activity for Heritage Buildings Rehabilitation Crowdfunding

<i>Accessibility</i>	(within World Heritage Area) (Zpp-Ua)
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>DPL</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>DPL</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>Support to establish the fund (by Townscape Preservation Federation) and draw up technical policy on heritage building rehabilitation (Heritage Preservation Dept).</li> <li>Appealing idea for fund raising: importance of heritage preservation and utilization.</li> </ul>
<i>Remarks and Issues</i>	Actual rehabilitation work for the heritage building by utilizing collected money will be followed after this project by DPL.

## A-6: Activity for Heritage Buildings Rehabilitation Crowdfunding

### Implementation schedule

<i>Schedule</i>	2019	2020	2021
Crowdfunding management	Preparation for crowdfunding	Establishment of the fund	Run the fund
Rehabilitation of one heritage building	Building survey for selection of building	Preparation of rehabilitation & Rehabilitation work (Implemented by DPL)	

## Way Forward (Conclusion)

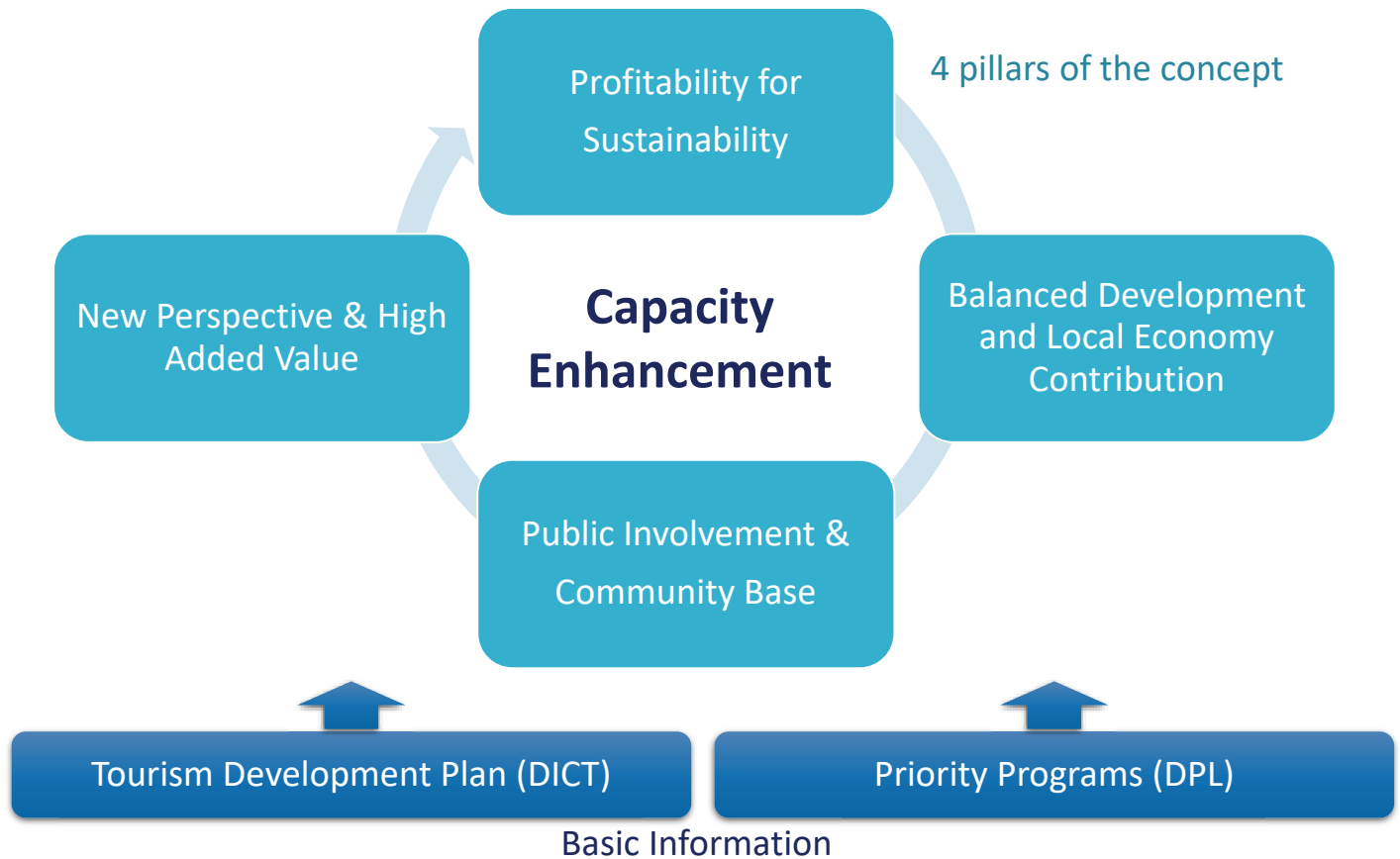
The proposed activities of output 1 & 2 will shift to implementation phase after mutual confirmation of technical effectivity and necessary detailed procedure including UNESCO's approval procedure.



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## Output 3 Rural Area Development

## Concept of Project Proposal

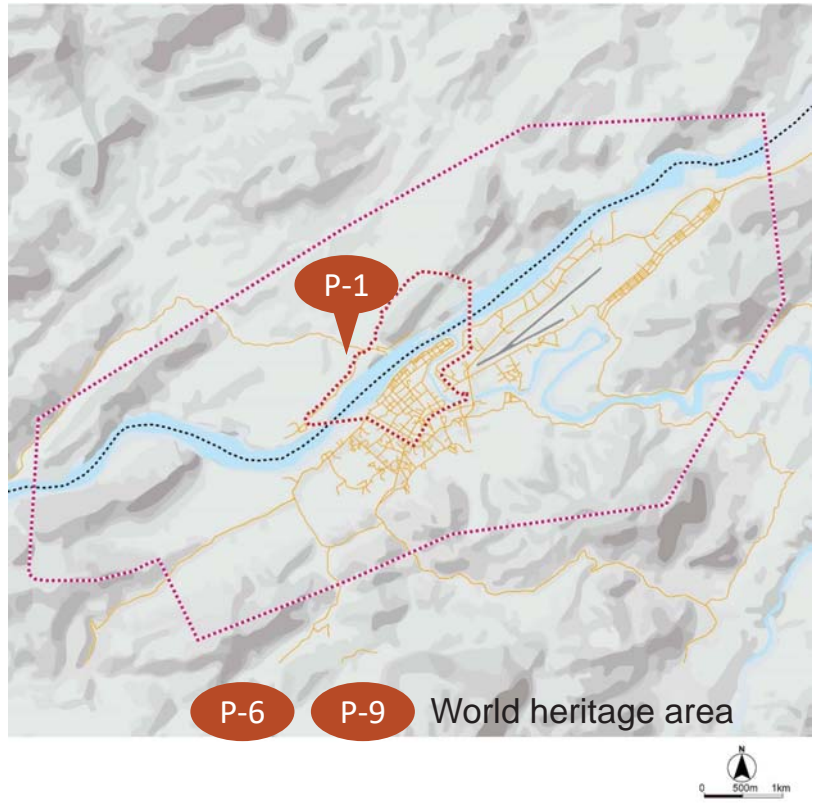
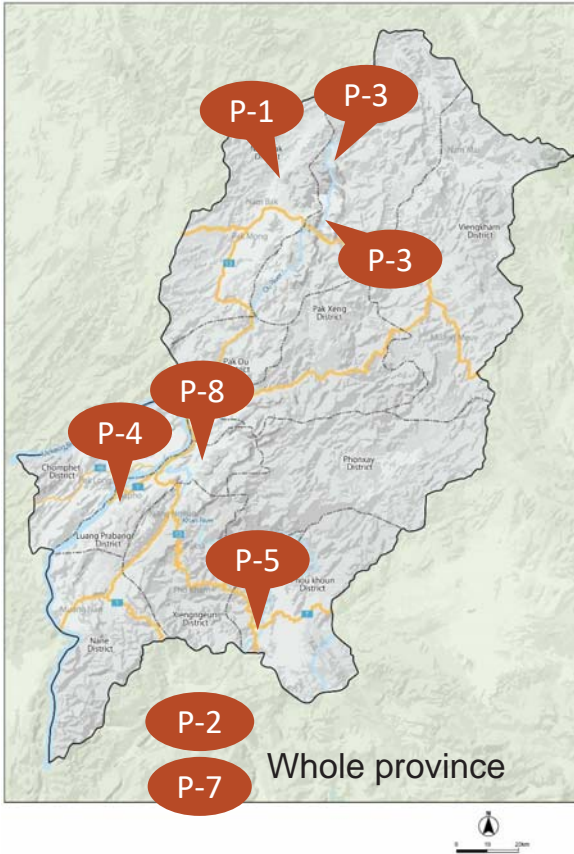


## List of Pilot Projects for Output 3

<i>No.</i>	<i>Project Name</i>	<i>Field</i>	<i>Output</i>
P-1	Traditional Handicraft Villages Revitalization Pilot Project	Tourism	3
P-2	Lao Liquor and Related Products Development Pilot Project	Tourism	3
P-3	Ou River Villages Tourism Development Pilot Project	Tourism	3
P-4	Kuangsi Waterfalls and its Axis Development Pilot Project	Tourism	3
P-5	Phou Khoun Development Pilot Project	Tourism	3
P-6	Traditional Culture Respect Improvement Pilot Project	Tourism	3
P-7	Insect Food Culture Branding Pilot Project	Tourism	3
P-8	International Heritage Walk Pilot Project	Tourism	3
P-9	Service Industry Re-evaluation Pilot Project	Tourism	3

Source: JICA Consultant Team

## Location Map



## P-1: Traditional Handicraft Village Revitalization Pilot Project

<i>Purpose</i>	<ul style="list-style-type: none"> <li>To create a mechanism for tourists to bring profits to the production village</li> <li>To change from sightseeing-type tourism to stay and experience-type tourism, for village benefit</li> </ul>
<i>Target Area</i>	<ul style="list-style-type: none"> <li>Pottery village (Ban Chan)</li> <li>Weaving and dyeing village (Ban Nayang Tai)</li> </ul>





## P-1: Traditional Handicraft Village Revitalization Pilot Project

### 1. Pottery village (Ban Chan)

<i>Hard Components</i>	1. Provision of necessary equipment for new pottery products development
<i>Soft Components</i>	1. <u>Expert(s) dispatchment from Japan (Aug. 2019?)</u> 2. New products development workshop 3. Tourism training workshop (management, hospitality, safety, sanitation, profitability, etc.) 4. Products fair (matching support with tourism related companies) (2 times) 5. Training in Japan



<i>Accessibility</i>	30 minutes for crossing Mekong river and driving on road
<i>Responsible Authority</i>	• DICT
<i>Implementation Players</i>	• DICT • Ban Chan (village) • Pottery makers
<i>Takayama's Cooperation</i>	• Support from pottery artists of Takayama City
<i>Remarks and Issues</i>	• Consensus formation on utilization of ADB support facilities

Japan International Cooperation Agency

## P-1: Traditional Handicraft Village Revitalization Pilot Project

### 1. Pottery village (Ban Chan)



Traditional pottery techniques and pottery works



Pottery support facility under construction by ADB support  
(Pottery production experience program facilities are not included)

## P-1: Traditional Handicraft Village Revitalization Pilot Project

### 2. Weaving and dyeing village (Ban Nayang Tai)

<i>Hard Components</i>	<ol style="list-style-type: none"> <li>1. Provision of necessary equipment for weaving and dyeing production experience program</li> <li>2. Installation support of information center facilities</li> </ol>
<i>Soft Components</i>	<ol style="list-style-type: none"> <li>1. New product and service development workshop</li> <li>2. Development and implementation of a short-term and homestay experience program</li> <li>3. Tourism training workshop (hospitality, safety, sanitation, profitability, etc.)</li> <li>4. Products fair (matching support with tourism related companies) (2 times)</li> <li>5. Expert(s) dispatchment from Japan</li> <li>6. Training in Japan</li> </ol>



## P-1: Traditional Handicraft Village Revitalization Pilot Project

### 2. Weaving and dyeing village (Ban Nayang Tai)



Traditional house relocated to the village center as "Traditional Museum"  
 By Shibaura Institute of Technology.  
 Propose utilization of ground level open space as local industry experience facility.



Indigo dye can collaborate with various traditional handicraft materials

## P-1: Traditional Handicraft Village Revitalization Pilot Project

### 2. Weaving and dyeing village (Ban Nayang Tai)

<i>Accessibility</i>	3.5 hours through route 13 and dirt road from Ban Nam Bak
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>DICT</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>DICT</li> <li>Ban Nayang Tai Villagers</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>Learning from craft production experience facility of Takayama city</li> </ul>
<i>Remarks and Issues</i>	<ul style="list-style-type: none"> <li>Consensus formation on utilization of "Traditional museum"</li> </ul>

## P-1: Traditional Handicraft Village Revitalization Pilot Project

### Implementation schedule

<i>Schedule</i>	<i>2019</i>		<i>2020</i>		<i>2021</i>	
1. Pottery village (Ban Chan)	Hard		1. Provision of necessary equipment for new pottery products development			
	Soft		1. New products development workshop 2. Tourism training workshop 3. Products fair			
2. Weaving and dyeing village (Ban Nayang Tai)	Hard		1. Equipment for weaving and dyeing production experience 2. Installation support of information center facilities			
	Soft		1. New product and service development workshop 2. Development and implementation of a short-term and homestay experience program 3. Tourism training workshop 4. Products fair			



## P-2: Lao Liquor and Related Products Development Pilot Project

<i>Purpose</i>	<ul style="list-style-type: none"> <li>To utilize sticky rice in large quantities</li> <li>To improve the value of “Lao-Lao” and before distillation “Lao-Wine”</li> <li>To utilize leftover which squeezed liquor “Sake-Kasu”</li> </ul>
<i>Target Area</i>	<ul style="list-style-type: none"> <li>Ban Xang Hai</li> <li>World Heritage Area (e.g. cooking school, agricultural test site)</li> </ul>
<i>Hard Components</i>	<ol style="list-style-type: none"> <li>Provision of necessary equipment for production development</li> </ol>
<i>Soft Components</i>	<ol style="list-style-type: none"> <li>Expert(s) dispatchment from Japan (learn about sake brewing technology and utilization of leftover which squeezed liquor “Sake-Kasu” (Cosmetics, Health Supplement, Food, Feed)) (Aug. 2019 ?)</li> <li>New product development workshop</li> <li>Competition &amp; tasting event program for product promotion</li> <li>Tourism training workshop (hospitality, safety, sanitation, profitability, etc.)</li> <li>Products fair (matching support with tourism related companies) (2 times)</li> <li>Training in Japan</li> </ol>

## P-2: Lao Liquor and Related Products Development Pilot Project



Traditional Lao Liquor Products



Variety of Japanese Sake



Utilization of “Sake-Kasu”  
Sweets, Cosmetics, Food,  
Health Supplement, etc.



Feeding “sake-kasu”  
Topsy mackerel  
Topsy chicken



## P-2: Lao Liquor and Related Products Development Pilot Project

<i>Accessibility</i>	(within World Heritage Area)
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>• DICT</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>• DICT</li> <li>• University</li> <li>• Hotels, Restaurants, and Shops</li> <li>• (Lao National Institute of Tourism and Hospitality)</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>• Support from Japanese SAKE production company in Takayama City</li> </ul>
<i>Remarks and Issues</i>	<ul style="list-style-type: none"> <li>• Consensus-making of New Lao Liquor and Related Products development cooperation with Lao National Institute of Tourism and Hospitality and Luang Prabang Restaurant – Hotel Association</li> <li>• Learn from previous similar product development projects such as JICA</li> </ul>

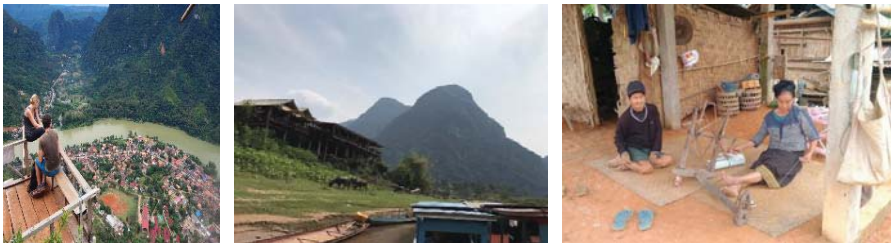
## P-2: Lao Liquor and Related Products Development Pilot Project

### Implementation schedule

<i>Schedule</i>	<i>2019</i>	<i>2020</i>	<i>2021</i>
Hard		1. Provision of necessary equipment for production development	
Soft		1. New product development workshop 2. Competition & tasting event program for product promotion 3. Tourism training workshop 4. Products fair	

## P-3: Ou River Villages Tourism Development Pilot Project

<i>Purpose</i>	<ul style="list-style-type: none"> <li>To develop Ban Nong Khiaw, Ban Muang Ngoi, Ban Sopkong and Ban Sobjam along Ou river as the second destination of Province</li> </ul>
<i>Target Area</i>	<ul style="list-style-type: none"> <li>Nong Khiaw, Muang Ngoi and other 2 villages</li> </ul>
<i>Hard Component</i>	<ol style="list-style-type: none"> <li>Improvement of information center function</li> <li>Improvement of shoreside for boat access (access stairs and floating boat decks)</li> <li>Installation of unified guidance signboards</li> </ol>
<i>Soft Components</i>	<ol style="list-style-type: none"> <li>Tourism training workshop (hospitality, safety, sanitation, profitability, solid waste, etc.)</li> <li>Technical transfer training for improvement of agricultural products (including linkage with "Insect Food Culture Branding Pilot Project")</li> <li>PR in the information center</li> </ol>



## P-3: Ou River Villages Tourism Development Pilot Project

### Current Situation



Rivershore is undeveloped  
No signboards at the entrance of each village along Ou river



Inconvenient information for tourists about rural villages



Sales and demonstrations of local products

## P-3: Ou River Villages Tourism Development Pilot Project

<i>Accessibility</i>	3.5 hour to Ban Nong Khiaw through route 13 4.0 hour to Ban Muang Ngoi through route 13 and Ou River
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>• DICT</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>• DICT</li> <li>• Ngoi District Office</li> <li>• Villagers along Ou River</li> <li>• Hotel and restaurant in villages</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>• Know-how sharing of tourism management and public relations in rural area</li> <li>• Tourism hospitality training</li> </ul>
<i>Remarks and Issues</i>	<ul style="list-style-type: none"> <li>• To have cooperative activity with "Traditional Handicraft Village Revitalization Pilot Project"</li> </ul>

## P-3: Ou River Villages Tourism Development Pilot Project

### Implementation schedule

<i>Schedule</i>	2019	2020		2021	
Improvement of information center function		Design	Construction or installation		
Improvement of shoreside for boat access			Design	Construction	
Tourism training workshop		Tourism training workshop			
Technical transfer training for improvement of agricultural products		Technical transfer of farming and promotion			
PR in the information center		PR activity			



## P-4: Kuangsi Waterfalls and its Axis Development Pilot Project

<i>Purpose</i>	<ul style="list-style-type: none"> <li>To enhance attraction of tourism to Kuangsi Waterfalls</li> </ul>
<i>Target Area</i>	<ul style="list-style-type: none"> <li>Kuangsi Waterfalls</li> <li>Villages along route 1</li> </ul>
<i>Hard Components</i>	<p>&lt;Kuangsi Waterfalls&gt;</p> <ol style="list-style-type: none"> <li>1. Installation of unified guidance signboards</li> <li>2. Rehabilitation and development of pedestrian and safety facilities (fence, etc.)</li> </ol> <p>&lt;Villages along route 1&gt;</p> <ol style="list-style-type: none"> <li>1. Pavement of community roads</li> </ol>
<i>Soft Components</i>	<ol style="list-style-type: none"> <li>1. Tourism training workshop (hospitality, safety, sanitation, profitability, etc.)             <ul style="list-style-type: none"> <li>• For exhibition and demonstration of culture and products (villages)</li> </ul> </li> </ol>



## P-4: Kuangsi Waterfalls and its Axis Development Pilot Project

### 1. Kuangsi Waterfalls Current Situation



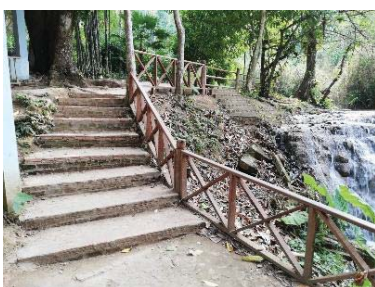
Few information about water falls



Damage by foot pressure



Some tourists don't follow rules due to no fences



Maintenance is required every year due to heavy rain



Muddy paths in rainy season



Some notices are only in Lao



## P-4: Kuangsi Waterfalls and its Axis Development Pilot Project

### 2. Villages on the way to Kuangsi Waterfalls (Ban Naoun) Current Situation



Difficult to understand their uniqueness



Selling only



Some sections of developed path are potentially used well



Inadequate maintenance

## P-4: Kuangsi Waterfalls and its Axis Development Pilot Project

<i>Accessibility</i>	<p>&lt;Kuangsi Waterfall&gt;</p> <ul style="list-style-type: none"> <li>• 1 hour through route 1</li> </ul> <p>&lt;Villages on the way to Kuangsi Waterfalls (Ban Naoun)&gt;</p> <ul style="list-style-type: none"> <li>• 40 minutes on route 1 on the way to Kuangsi Waterfalls</li> </ul>
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>• DICT</li> </ul>
<i>Implementation Players</i>	<p>&lt;Kuangsi Waterfall&gt;</p> <ul style="list-style-type: none"> <li>• DICT</li> <li>• Operator of Kuangsi Waterfalls</li> <li>• Shops at parking</li> </ul> <p>&lt;Villages on the way to Kuangsi Waterfalls (Ban Naoun)&gt;</p> <ul style="list-style-type: none"> <li>• DICT</li> <li>• Villagers</li> </ul>
<i>Takayama's Cooperation</i>	<ol style="list-style-type: none"> <li>1. Know-how sharing of development and management at popular tourism site</li> <li>2. Tourism hospitality training</li> </ol>
<i>Remarks and Issues</i>	

## P-4: Kuangsi Waterfalls and its Axis Development Pilot Project

### Implementation schedule

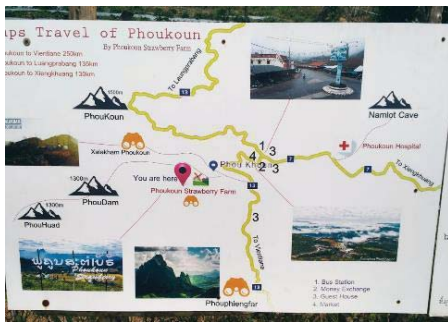
Schedule	2019	2020		2021	
Installation of unified guidance signboards		Design	Installation		
Rehabilitation and development of pedestrian and safety facilities		Design and cost estimation	Bidding	Construction	Defect inspection
Pavement of community roads		Design	Construction		
Tourism training workshop		Tourism training workshop			

## P-5: Phou Khoune Tourism Development Pilot Project

<i>Purpose</i>	<ul style="list-style-type: none"> <li>To enhance functions as a traffic junction among Luang Prabang, Vang Vieng, Vientiane, Xieng Khounang</li> </ul>
<i>Target Area</i>	<ul style="list-style-type: none"> <li>Around intersection between route 13 and route 7</li> </ul>
<i>Hard Components</i>	N/A
<i>Soft Components</i>	<ol style="list-style-type: none"> <li>Tourism training workshop (hospitality, safety, sanitation, profitability, etc.)</li> <li>Technical transfer training for improvement of agricultural products (strawberry)</li> </ol>



## P-5: Phou Khoune Tourism Development Pilot Project



Transportation junction among 3 directions



Roadside restaurants and retail shops



Cool weather and beautiful sky view is good for having a break



Sales of local agricultural products to passengers

## P-5: Phou Khoune Tourism Development Pilot Project

<i>Accessibility</i>	3.0 hour through route 13
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>• DICT</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>• DICT</li> <li>• Phou Khoune District Office</li> <li>• Shops and restaurants in viewpoint</li> <li>• Famers</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>• Know-how sharing of tourism development, management and public relations in rural area</li> <li>• Tourism hospitality training</li> </ul>

### Implementation schedule

<i>Schedule</i>	2019	2020	2021
Tourism training workshop		Tourism training workshop	
Technical transfer training for improvement of agricultural products		Technical transfer on improving local product	



## P-6: Traditional Culture Respect Improvement Pilot Project

<i>Purpose</i>	<ul style="list-style-type: none"> <li>To improve the respect of traditional culture</li> <li>To Improve the knowledge of traditional culture</li> <li>To Increase the rate of wearing traditional costumes and improve the attractiveness by integration with the townscape</li> </ul>
<i>Target Area</i>	<ul style="list-style-type: none"> <li>World Heritage Area</li> </ul>
<i>Components</i>	<ol style="list-style-type: none"> <li>Establishment of a promotion organization for business (partnership cooperation of public and private sector)</li> <li>Workshop for introduction of Japan's advanced experiences (the followings) <ul style="list-style-type: none"> <li>Traditional costume rental system</li> <li>Promotion of wearing traditional costume in the service industry</li> <li>Kimono passport / application of traditional costume wear merit</li> <li>Kimono Test and Certificate / Respect and knowledge increase on traditional costumes</li> </ul> </li> <li>Photo competition (2 times)</li> <li>Web site development and management</li> </ol>

## P-6: Traditional Culture Respect Improvement Pilot Project



Service industry Wear traditional costume  
 Tourist guide / Hotel / Restaurant / Government agency  
 Ancient city hospitality, understanding of traditional culture



- Kimono Rental
- More attractive townscape of traditional culture
- Kimono passport (Discount the cost; Hotel/ Restaurant/Taxi/Souvenir)



Broad publicity by tourists in the Instagram

Traveler from Thailand  
 Purchase a traditional costume and take a memorial shot



## P-6: Traditional Culture Respect Improvement Pilot Project

<i>Accessibility</i>	(within World Heritage Area)
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>• DICT</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>• DICT</li> <li>• Lao National Institute of Tourism and Hospitality</li> <li>• Restaurants, hotels, shops</li> <li>• Traditional wear producers and shop owners</li> <li>• Tourism related companies</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>• Introduce Japanese Traditional Hospitality "Omotenashi" and new movement "Kimono-Rental" "Kimono-passport" "Kimono-Kentei"</li> </ul>
<i>Remarks and Issues</i>	<ul style="list-style-type: none"> <li>• Consensus-making of Traditional Culture Respect Improvement movement cooperation with Lao National Institute of Tourism and Hospitality and Luang Prabang Restaurant – Hotel Association</li> </ul>

## P-6: Traditional Culture Respect Improvement Pilot Project

### Implementation schedule

<i>Schedule</i>	<i>2019</i>	<i>2020</i>	<i>2021</i>
		1. Establishment of a promotion organization for business	
		2. Workshop for introduction of Japan's advanced experiences (the followings) <ul style="list-style-type: none"> <li>• Traditional costume rental system</li> <li>• Promotion of wearing traditional costume in the service industry</li> <li>• Kimono passport / application of traditional costume wear merit</li> <li>• Kimono Test and Certificate / Respect and knowledge increase on traditional costumes</li> </ul>	
		3. Photo competition	
		4. Web site development and management	

## P-7: Insect Food Culture Branding Pilot Project

<i>Purpose</i>	<ul style="list-style-type: none"> <li>To create a new global base in Luang Prabang</li> <li>To create Luang Prabang as a base of insect food culture in the world</li> </ul>
<i>Target Area</i>	<ul style="list-style-type: none"> <li>Whole of Province</li> </ul>
<i>Components</i>	<ol style="list-style-type: none"> <li>Establishment of a promotion organization for insect food branding (partnership cooperation of public and private sector)</li> <li>Workshop for implementation of the activities (the followings) <ul style="list-style-type: none"> <li>Branding and regulation making</li> <li>Farming technical development (guide book making)</li> <li>New product development</li> <li>Insect cuisine and menu promotion to restaurants and hotels</li> <li>Insect tourism program development</li> </ul> </li> <li>Verification of the activity "Edible insects in Lao PDR" by FAO</li> <li>Products fair &amp; international insect conference (2 times)</li> <li>Web site development and management</li> </ol>

## P-7: Insect Food Culture Branding Pilot Project



Insect cultivation  
Pumpkin cricket



Insect cultivation  
Duangpao



International competition  
on insect cuisine



Development of  
new insect food

## P-7: Insect Food Culture Branding Pilot Project

<i>Accessibility</i>	(within World Heritage Area)
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>• DICT</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>• DICT</li> <li>• University</li> <li>• Hotels and Restaurants</li> <li>• (Lao National Institute of Tourism and Hospitality)</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>• Cooperation with Insect museum of the world "Sekai no kontyukan" in Takayama city</li> </ul>
<i>Remarks and Issues</i>	<ul style="list-style-type: none"> <li>• Consensus-making of Insect Food Culture Branding movement cooperation with Lao National Institute of Tourism and Hospitality and Luang Prabang Restaurant – Hotel Association</li> </ul>

## P-7: Insect Food Culture Branding Pilot Project

### Implementation schedule

<i>Schedule</i>	<i>2019</i>	<i>2020</i>	<i>2021</i>
		1. Establishment of a promotion organization for insect food branding	
		2. Workshop for implementation of the activities <ul style="list-style-type: none"> <li>• Branding and regulation making</li> <li>• Farming technical development</li> <li>• New product development</li> <li>• Insect cuisine and menu promotion to restaurants and hotels</li> </ul>	
		3. Verification of the activity "Edible insects in Lao PDR" by FAO	
		4. Products fair & international insect conference	
		5. Web site development and management	



## P-8: International Heritage Walk Pilot Project

<i>Purpose</i>	<ul style="list-style-type: none"> <li>To organize international events in Luang Prabang to raise international awareness</li> <li>To hold a walking event and build an international network</li> <li>To participate in "ASEAN International Heritage Walk Network" and accept the continuous participation of walkers around the world</li> <li>To encourage students' participation on walking activities with international walkers and empowering local people as well as the small and medium enterprises in Luang Prabang area as the venue of the event.</li> </ul>
<i>Target Area</i>	5km, 10km and 20km routes started from World Heritage Area
<i>Components</i>	<ol style="list-style-type: none"> <li>Establishment of a walking association as the organizing committee</li> <li>Implementation of activities (the followings) <ul style="list-style-type: none"> <li>Study tour to existing walking event</li> <li>Expert(s) dispatchment from advanced other countries</li> <li>Conduct walking event every year in November</li> <li>Participation in the international walking organizations meeting</li> </ul> </li> <li>Web site development and management</li> </ol>

## P-8: International Heritage Walk Pilot Project

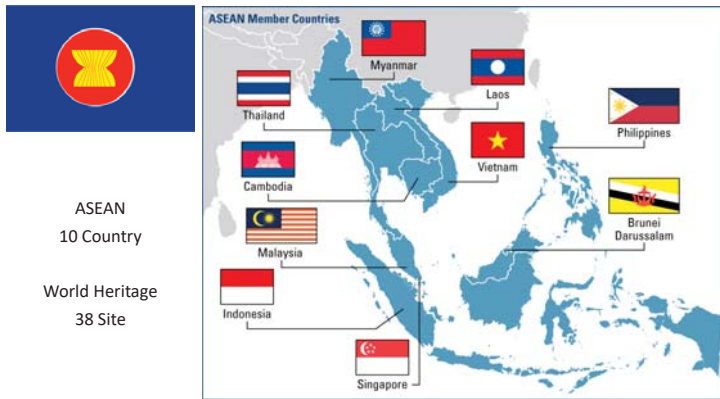
### Jogjakarta International Heritage Walk

[https://www.youtube.com/watch?time\\_continue=2&v=AvUzy-fq7xw](https://www.youtube.com/watch?time_continue=2&v=AvUzy-fq7xw)





## P-8: International Heritage Walk Pilot Project



Indonesia  
Prambanan



Cambodia  
Angkor Wat

“ASEAN international heritage walk network” from mid-October to mid-March may be built.

IML events calendar 2019												
January	February	March	April	May	June	July	August	September	October	November	December	
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30	31	1	2	3
4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29
30	31	1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	1	2	3	4	5	6
7	8	9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30	31	1
2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31	1	2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	1	2	3	4
5	6	7	8	9	10	11	12	13	14	15	16	17
18	19	20	21	22	23	24	25	26	27	28	29	30
31	1	2	3	4	5	6	7	8	9	10	11	12

## P-8: International Heritage Walk Pilot Project

### International Walking Association



#### International Marching League

Is a non-political, non-profit organization whose purpose is:  
To promote walking as a worthwhile and healthy recreation.  
There are 28 countries as the members.



#### International Volkssport Verband

Is a non-profit sport organization which cover some popular sports. Such as swimming and cycling.  
There are 29 countries as the members.

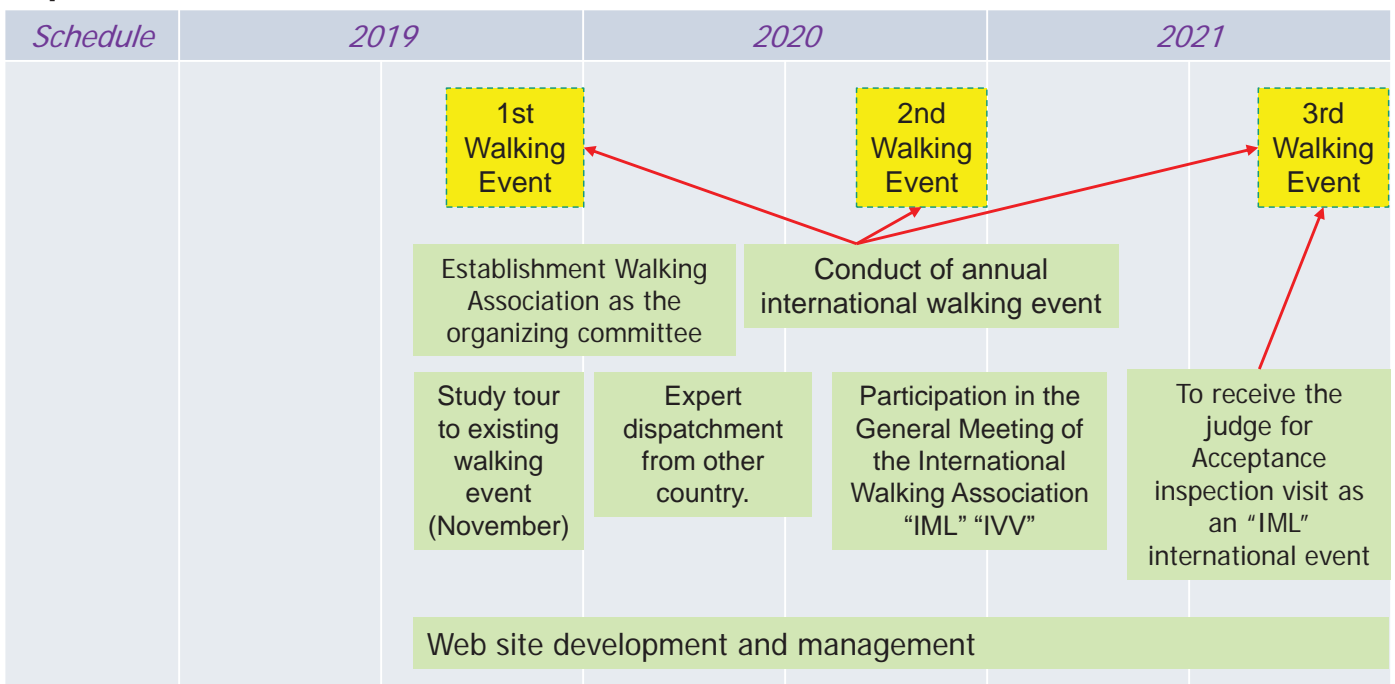
Walking concept covers not only health, but also green environment, education and communication and tourism and economy and respect the culture.

## P-8: International Heritage Walk Pilot Project

<i>Accessibility</i>	5km, 10km and 20km routes started from World Heritage Area
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>• DICT</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>• DICT</li> <li>• Luang Prabang Walking association (New Establish)</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>• Learning from walking route setting of Takayama city</li> <li>• "Health promotion walking route"</li> </ul>
<i>Remarks and Issues</i>	<ul style="list-style-type: none"> <li>• Establishment Walking Association as the organizing committee.</li> <li>• Consensus-making on holding an international walking event.</li> </ul>

## P-8: International Heritage Walk Pilot Project

### Implementation schedule



## P-9: Service Industry Re-evaluation Pilot Project

*Purpose*

- To increase the use of local handicrafts and local agricultural products in service industry
- To improve the environment in service industry
- To increase the image of World Heritage Management and Preservation in following aspects;
  - Currently, ★rating for hotel and restaurant are determined by their facilities and taste.
  - Establishment of the new evaluation criteria (🦋rating) for service industry such as Hotel, Restaurant, Tour Program.
  - Rating by;
    - How much use the local handicrafts and local agricultural products.
    - How much considered in the environment.
    - How much promote and support traditional culture and environment.

*Target Area*

- World Heritage Area

- New evaluation criteria for service industry such as Hotel, Restaurant, Tour Program.
- 4★★★★★, 5★★★★★★ Evaluation by facility
- 4🦋🦋🦋🦋, 5🦋🦋🦋🦋🦋 Evaluation by environment and culture
- How much the hotel and Restaurants take care of environment and culture
- To use the local product and identify the production village
- Luang Phabang become a pioneer in the world
- How to care of environment and culture

## P-9: Service Industry Re-evaluation Pilot Project

*Components*

1. Establishment of an organization for re-evaluation system (partnership cooperation of public and private sector)
2. Implementation of the activities (the followings)
  - Making regulation and guideline of evaluation item and method
  - Rating, certification, and publication
3. Web site development and management

Hotel amenities Change to local products  
Promote production village tour



The restaurant uses locally produced agricultural products  
Specify production area and producer (Takayama hotel restaurant)



## P-9: Service Industry Re-evaluation Pilot Project

<i>Accessibility</i>	(within World Heritage Area)
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>• DICT</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>• DICT</li> <li>• Lao National Institute of Tourism and Hospitality</li> <li>• Restaurants, hotels, shops</li> </ul>
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>• Promotion system of local production for local consumption at hotels and restaurants in Takayama city</li> </ul>
<i>Remarks and Issues</i>	<ul style="list-style-type: none"> <li>• Consensus-making of Service Industry Re-evaluation movement cooperation with Lao National Institute of Tourism and Hospitality and Luang Prabang Restaurant – Hotel Association</li> </ul>

## P-9: Service Industry Re-evaluation Pilot Project

### Implementation schedule

<i>Schedule</i>	<i>2019</i>	<i>2020</i>	<i>2021</i>
		1. Establishment of organization	
		2. Workshop for implementation of the activities <ul style="list-style-type: none"> <li>• Examination and setting of new evaluation criteria</li> </ul>	
		3. Workshop for implementation of the activities <ul style="list-style-type: none"> <li>• Evaluation examination of each target</li> </ul>	
		4. Web site development and management	



## Evaluation Criteria (4 pillars of the project concept)

Profitability for Sustainability

Balanced Development and Local Economy Contribution

Public Involvement & Community Base

New Perspective & High Added Value

No.	Project Name	Profitability	Balanced	Public	New & Value	Evaluation
P1	Traditional Handicraft	☑☑☑	☑☑☑	☑☑	☑☑	High
P2	Lao Liquor	☑☑☑	☑☑☑	☑☑	☑☑	High
P3	Ou River Villages	☑☑	☑☑☑	☑☑	☑☑	High
P4	Kuangsi Waterfalls	☑☑	☑☑	☑☑	☑	Mid
P5	Phou Khoun	☑	☑☑☑	☑	☑	Low
P6	Traditional Culture	☑	☑☑	☑☑☑	☑☑	Mid
P7	Insect Food Culture	☑☑	☑☑	☑	☑☑☑	Mid
P8	Heritage Walk	☑	☑	☑☑	☑☑	Low
P9	Service Industry	☑☑	☑☑	☑	☑	Low

Source: JICA Consultant Team

## Phasing of Capacity Enhancement & Participation

No.	Project Name	Planning	Construction	O & M
P-1	Traditional Handicraft	☑☑	☑	☑☑☑
P-2	Lao Liquor	☑☑	☑	☑☑☑
P-3	Ou River Villages	☑☑	☑☑	☑☑
P-4	Kuangsi Waterfalls	☑☑	☑☑	☑☑
P-5	Phou Khoun	☑☑	-	☑☑
P-6	Traditional Culture	☑☑☑	-	☑☑
P-7	Insect Food Culture	☑☑☑	-	☑☑
P-8	Heritage Walk	☑☑☑	-	☑☑
P-9	Service Industry	☑☑☑	-	☑☑

Source: JICA Consultant Team

End of the presentation  
Thank you for your attention



# Plan & Action

## - Activities for Output 1, 2 & 3 -

**3<sup>rd</sup> JCC Meeting**  
**5<sup>th</sup> February 2020**

**JICA Consultant Team**

Japan International Cooperation Agency

## Outline



2

### Discussion in JCC Meeting

**1<sup>st</sup> JCC**  
**12 Dec 2018**

**Project Kicked off**

**2<sup>nd</sup> JCC**  
**02 Jul 2019**

- **Proposal of 6 activities** (output 1 & 2) **and 9 projects** (output 3)
- **Selection of 5 activities and projects among above**

**3<sup>rd</sup> JCC**  
**05 Feb 2020**

- **Implementation Plan of 5 activities and projects**
- **Result of 1st step actions**

## 5 Activities and Projects Selected in 2nd JCC

No.	Project Name	Field	Output
A-1	Activity for Community-based Management	Heritage	1
A-2	Activity for Pond Water Improvement & Monitoring	Heritage	1
A-3	Activity for Public Toilet Management Improvement	Heritage/Tourism	1
A-4	Activity for Public Garden Improvement	Heritage/Tourism	1
A-5	Activity for Phousi View Point Improvement & Technical Funding	Heritage/Tourism	1,2
A-6	Activity for Heritage Building Rehabilitation Crowdfunding	Heritage/Tourism	1,2
P-1	Traditional Handicraft Villages Revitalization Pilot Project	Tourism	3
P-2	Lao Liquor and Related Products Development Pilot Project	Tourism	3
P-3	Ou River Villages Tourism Development Pilot Project	Tourism	3
P-4	Kuangsi Waterfalls and its Axis Development Pilot Project	Tourism	3
P-5	Phou Khoune Development Pilot Project	Tourism	3
P-6	Traditional Culture Respect Improvement Pilot Project	Tourism	3
P-7	Insect Food Culture Branding Pilot Project	Tourism	3
P-8	International Heritage Walk Pilot Project	Tourism	3
P-9	Service Industry Re-evaluation Pilot Project	Tourism	3





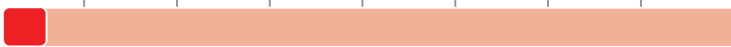



## List of Activities and Projects

A-1	A-1-1: Village Information Exchange Network	1st step action
	A-1-2: World Heritage Area Clean Day	1st step action
	A-1-3: Guidance for Alms Giving Festival	1st step action
	A-1-4: Cultural Exchange Activity	1st step action
	A-1-5: Compost Waste Utilization	
	A-1-6: Community-based Fire Prevention	
	A-1-7: Garbage Separation & Convert-to-money System	
A-2	A-2 : Pond Water Improvement & Monitoring	1st step action
P-1	P-1-1: Traditional Pottery Village Revitalization	1st step action
	P-1-2: Traditional Dyeing and Weaving Village Revitalization	
P-2	P-2 : Lao Liquor and Related Products Development	1st step action
P-3	P-3 : Ou River Villages Tourism Development	

\* Other activities and projects would be planned and conducted according to needs & coordination.



## Schedule of Activities and Projects

	2020	2021
A-1-1 Village Network	Meeting (2 times per year)	
A-1-2 Village Clean Day	Every 2-3 months	
A-1-3 Morning Alms Giving		
A-1-4 Cultural Exchange		
A-1-5 Compost Utilization		
A-1-6 Fire Prevention		
A-1-7 Garbage Convert-to-Money		
A-2 Pond Water Improvement		
P-1-1 Pottery		
P-1-2 Dyeing and Weaving		
P-2 Lao Liquor		
P-3 Ou River Villages		

## 1<sup>st</sup> Step Actions



## A-1-1 Villages Information Exchange Network

### Result of 1st Step Action



### A-1-1 Villages Information Exchange Network

<i>Date</i>	03 Feb 2020 (Mon)
<i>Participant</i>	Total 25 people from 17 villages, Luang Prabang Provincial and City Government
<i>Agenda</i>	<ol style="list-style-type: none"> <li>1. Introduction of the objectives of the meeting</li> <li>2. Explanation of the proposal of our activities</li> <li>3. Introduction of activities in Takayama</li> <li>4. Comments of the training in Takayama on Feb. 2019</li> <li>5. Group discussion for starting activities</li> <li>6. Presentation by 2 groups</li> </ol>



**Introduction of practice in Takayama City**



**Discussion among all participants**

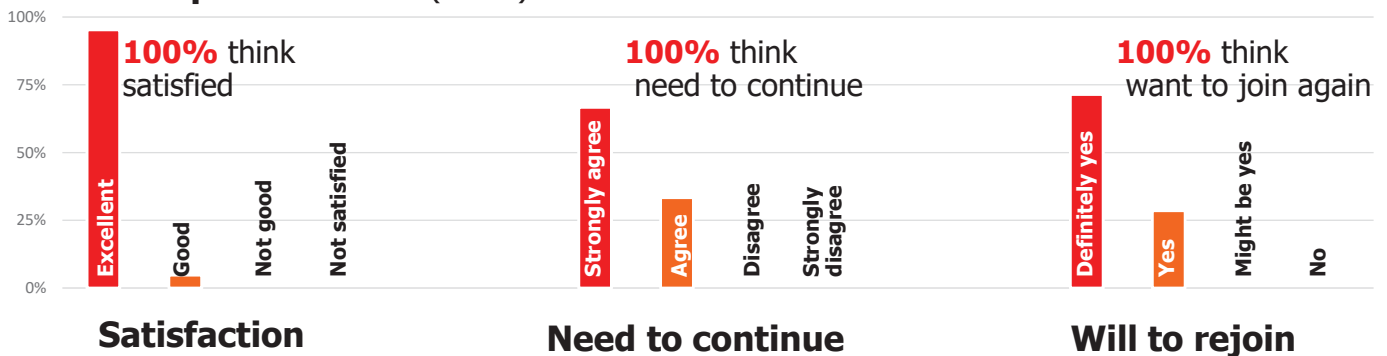


**Presentation by villagers**

## A-1-1 Villages Information Exchange Network

<i>Positive points</i>	<ul style="list-style-type: none"> <li>Villages shared current their activities and opinions to other villages</li> <li>Some villagers proposed possible activities in LPB according to lesson learning from Takayama City</li> <li>Villagers positively agreed to this activity and wanted to continue</li> </ul>
<i>Negative points</i>	<ul style="list-style-type: none"> <li>Interactive discussion was desirably expected</li> </ul>
<i>Way Forward (proposal)</i>	<ul style="list-style-type: none"> <li>To hold joint meeting twice a year</li> <li>To involve villagers to planning of discussion topic in this activity</li> <li>To utilize this network for sharing information among villages not only in meetings but continuously</li> </ul>

### Result of questionnaire (N=21)



## A-1-1 Villages Information Exchange Network

<i>Responsible Authority</i>	Village communities
<i>Implementation Partners</i>	DPL, DICT, UDAA, OICT, JICA project team etc.
<i>Purpose Expected outcomes</i>	<ul style="list-style-type: none"> <li>To strengthen the network between villages inside the world heritage area</li> <li>To share information about the JICA project and gain cooperation from villages</li> <li>To share management activities of the city and province inside the world heritage area, and to gain cooperation from villages</li> </ul>
<i>Target Area</i>	All 28 villages in World Heritage Area (ZPP-Ua & ZPP-Ub)
<i>Frequency</i>	Twice a year to share experience through this project







## A-1-2 World Heritage Area Clean Day



### Result of 1st Step Action

## A-1-2 World Heritage Area Clean Day

<i>Date</i>	01 Feb 2020 (Sat)
<i>Participant</i>	Total 341 people from Ban Vatnong & Ban Vatsene, Ban Mano & Ban Pongkham and Luang Prabang Provincial and City Government
<i>Time schedule</i>	<ul style="list-style-type: none"> <li>7:45-8:00 Orientation and photo session</li> <li>8:00-9:30 Cleaning in the city/ponds</li> <li>9:30-9:40 Closing remarks</li> </ul>
<i>Equipment</i>	<ul style="list-style-type: none"> <li>Blooms, Dustpans, Garbage boxes, Tongs, T-shirts, Masks, Gloves to 4 villages, UDAA and DICT on 31st Jan 2020 (Fri)</li> </ul>



**Ceremony of Equipment provision**



**People united for cleaning**



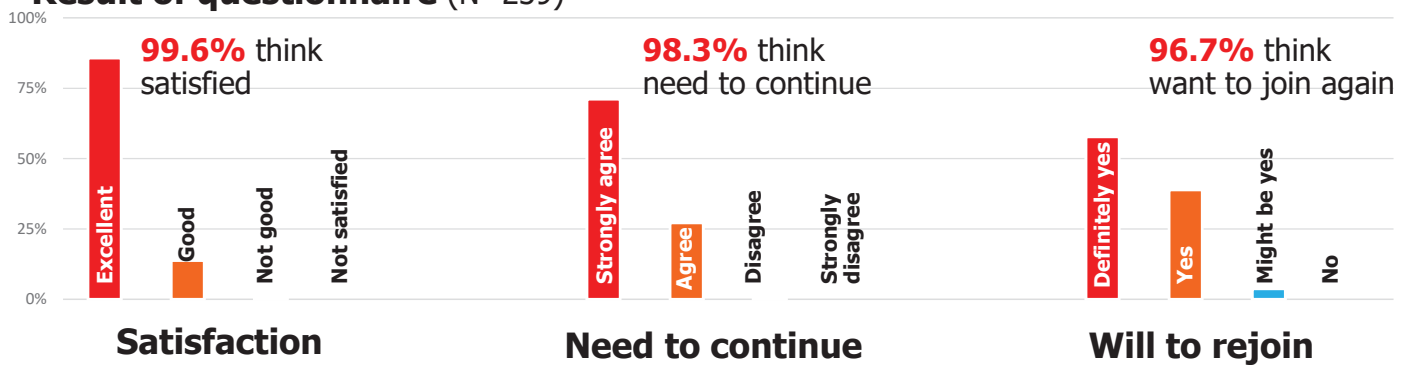
**A lot of garbage are collected**



## A-1-2 World Heritage Area Clean Day

<i>Positive points</i>	<ul style="list-style-type: none"> <li>Multiple generations and 2 villages collaborated</li> <li>Our activity encouraged people who didn't participate to clean</li> <li>Garbage collection by UDAA was smoothly done</li> <li>Participants enjoyed and were satisfied with this activity</li> </ul>
<i>Negative points</i>	<ul style="list-style-type: none"> <li>Some villagers didn't receive cleaning tools in advance</li> <li>Garbage collection and leaves/branches removal can be demarcated</li> <li>Private lands couldn't be cleaned without agreement of land owners</li> </ul>
<i>Way Forward (proposal)</i>	<ul style="list-style-type: none"> <li>To involve more villages by once 3 months organized by JICA</li> <li>To consider contents which people can feel more fun</li> <li>To gain participation and cooperation of private lands owners</li> </ul>

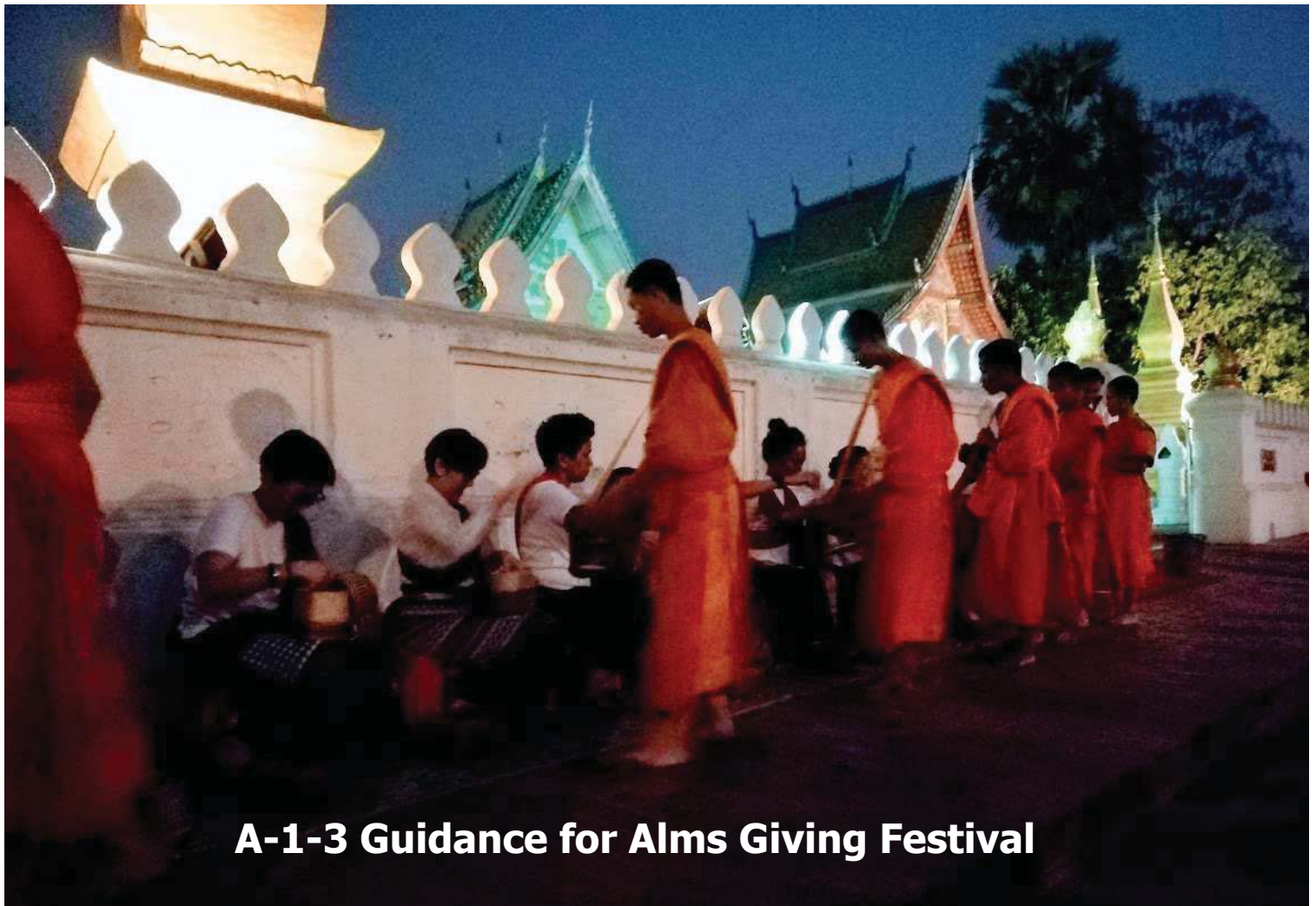
### Result of questionnaire (N=239)



## A-1-2 World Heritage Area Clean Day

<i>Responsible Authority</i>	Village communities
<i>Implementation Partners</i>	UDAA, DICT, DPL, OICT, schools, JICA project team
<i>Purpose Expected outcomes</i>	To expand the current cleaning activities carried out by individual villages to an <b>All Clean Day carried out by all villages in World Heritage Area</b> (cooperative activity)
<i>Target Area</i>	All 28 villages in World Heritage Area (ZPP-Ua & ZPP-Ub)
<i>Frequency</i>	Every 2-3 months





## A-1-3 Guidance for Alms Giving Festival

### Result of 1st Step Action

### A-1-3 Guidance for Alms Giving Festival

<i>Date</i>	02 Feb 2020
<i>Participant</i>	Total 20 tourists and 3 people from Ban Vatsene, DICT (Thailand, USA, Denmark, Japan)
<i>Time schedule</i>	<ul style="list-style-type: none"> <li>• 5:15-5:45 Guidance by villager to tourists</li> <li>• 5:45-6:25 Alms Giving practice</li> <li>• 6:25-6:35 Photo session and closing remarks</li> </ul>
<i>Equipment</i>	<ul style="list-style-type: none"> <li>• Scarf, Sheet, Sticky rice, Sticky rice biscuits, Water</li> </ul>



**Guidance by villager**



**Proper clothing as per guidance by villager**



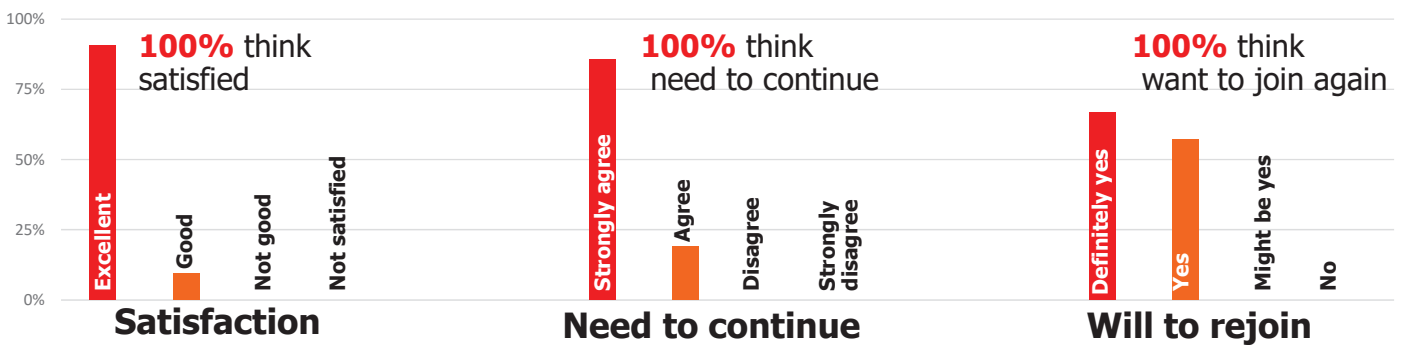
**Villagers and tourists from several countries**



### A-1-3 Guidance for Alms Giving Festival

<i>Positive points</i>	<ul style="list-style-type: none"> <li>Ban Vatsene positively participated to this project</li> <li>Tourists were satisfied with guidance of local culture by villager</li> <li>Tourists agreed to significance on involving local community to tourism</li> </ul>
<i>Negative points</i>	<ul style="list-style-type: none"> <li>Time management was roughly/flexibly managed</li> <li>Half of participated tourists were catch on the morning</li> </ul>
<i>Way Forward (proposal)</i>	<ul style="list-style-type: none"> <li>To involve more villages, villagers and public sectors</li> <li>To plan event hosting detailly through discussion with implementation players</li> <li>To use SNS effectively for PR and tourist reservation in advance</li> </ul>

#### Result of questionnaire (N=20)



### A-1-3 Guidance for Alms Giving Festival

<i>Responsible Authority</i>	DICT
<i>Implementation Partners</i>	Tourists, OICT, DPL, villages, JICA project team
<i>Purpose Expected outcomes</i>	To secure the sustainability of the morning alms giving, by preventing it from deviating from its original purpose and organizing it as an opportunity for tourists to participate in the traditional culture.
<i>Target Area</i>	All 28 villages in World Heritage Area (ZPP-Ua & ZPP-Ub)
<i>Frequency</i>	Once a week in tourism high season







**A-2 Pond Water Improvement & Monitoring**

**Result of 1st Step Action**  20

**A-2 Pond Water Improvement & Monitoring**

	<i>Expert dispatchment</i>	<i>Monitoring</i>
<i>Date</i>	Aug 2019 & Nov 2019	Aug 2019 - Now
<i>Participant</i>	Ban Mano, Ban Phongkham	UDAA



**Wetland environment Working Group Meeting**



**Lecture of monitoring equipment by expert**



**Monitoring sample in UDAA**



## A-2 Pond Water Improvement & Monitoring

<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>DPL</li> </ul>
<i>Implementation Partners</i>	<ul style="list-style-type: none"> <li>UDAA and village</li> </ul>
<i>Purpose Expected outcomes</i>	<p>To improve environment in following aspects;</p> <ul style="list-style-type: none"> <li>- Landscape: Enhance green stream in the heart of the town</li> <li>- Socio-economic: Produce food by raising fish and growing vegetables</li> <li>- Health: Treat discharged water to improve sanitation</li> <li>- Flood mitigation: Manage excess water in rainy season with ponds and drainage</li> </ul>
<i>Target Area</i>	All ponds in ZPP-N
<i>Frequency</i>	Continuously



**P-1-1 Traditional Pottery Village Revitalization**

## P-1-1 Traditional Pottery Village Revitalization

	<i>Training in Japan</i>	<i>Expert dispatchment</i>
<i>Date</i>	Oct 2019	Aug 2019
<i>Participant</i>	Ban Chan and DICT	Ban Chan and DICT
<i>Contents</i>	<ul style="list-style-type: none"> <li>- Learning from seminars</li> <li>- Visit to pottery factory</li> <li>- Visit to experience-typed facility</li> <li>- Learning from tradition exhibition</li> </ul>	<ul style="list-style-type: none"> <li>- Discussion with Japanese expert</li> <li>- Demonstration by expert</li> </ul>



**Visit to pottery factory in Takayama City**



**Discussion between villagers and Japanese expert**



**Exchange opinions about production process**

## P-1-1 Traditional Pottery Village Revitalization

<i>Responsible Authority</i>	Village, craftsman communities and DICT
<i>Implementation Partners</i>	<ul style="list-style-type: none"> <li>• Management group of ADB facilities</li> <li>• Private sector (hotels, restaurants, tour agencies)</li> <li>• ADB</li> <li>• KOICA</li> </ul>
<i>Purpose Expected outcomes</i>	<ul style="list-style-type: none"> <li>• To develop market</li> <li>• To utilize facilities supported by ADB effectively</li> <li>• To increase awarenessTo promote Community-based Tourism</li> <li>• To involve private sectors</li> </ul>
<i>Target Area</i>	Ban Chan Neua
<i>Way forward</i>	<ul style="list-style-type: none"> <li>• Expected to be proceeded for quality improvement and new products development</li> </ul>



# P-2 Lao Liquor and Related Products Development



## Result of 1st Step Action



### P-2 Lao Liquor and Related Products Development

	<i>Training in Japan</i>	<i>Expert dispatchment</i>
<i>Date</i>	Oct 2019	Aug 2019
<i>Participant</i>	Ban Xanghai and DICT	Ban Xanghai and DICT
<i>Contents</i>	<ul style="list-style-type: none"> <li>- Learning from seminars</li> <li>- Visit to pottery factory</li> <li>- Visit to experience-typed facility</li> <li>- Learning from tradition exhibition</li> </ul>	<ul style="list-style-type: none"> <li>- Discussion with Japanese expert</li> <li>- Tasting event of liquor by each family</li> <li>- Examination of quality of product and ingredients</li> </ul>



**Training in Japan  
- Liquor factory visiting**



**Tasting of liquor products  
in Ban Xanghai**



**Quality examination by  
Souphanouvong Univ.**



## P-2 Lao Liquor and Related Products Development

<i>Responsible Authority</i>	Village and DICT
<i>Implementation Partners</i>	<ul style="list-style-type: none"> <li>• Private sector (hotels, restaurants, tour agencies)</li> <li>• LKSTC of Souphanouvong University</li> <li>• ADB</li> <li>• Coop-Okinawa</li> </ul>
<i>Purpose Expected outcomes</i>	<ul style="list-style-type: none"> <li>• To establish Lao-Liquor Standard</li> <li>• To dispatch information</li> <li>• To improve business environment</li> <li>• To promote Community-based Tourism</li> </ul>
<i>Target Area</i>	<ul style="list-style-type: none"> <li>• Ban Xang Hai</li> </ul>
<i>Way forward</i>	<ul style="list-style-type: none"> <li>• Expected to be proceeded for quality improvement and new products development</li> </ul>

# Implementation Plan

# **Activity A-1**

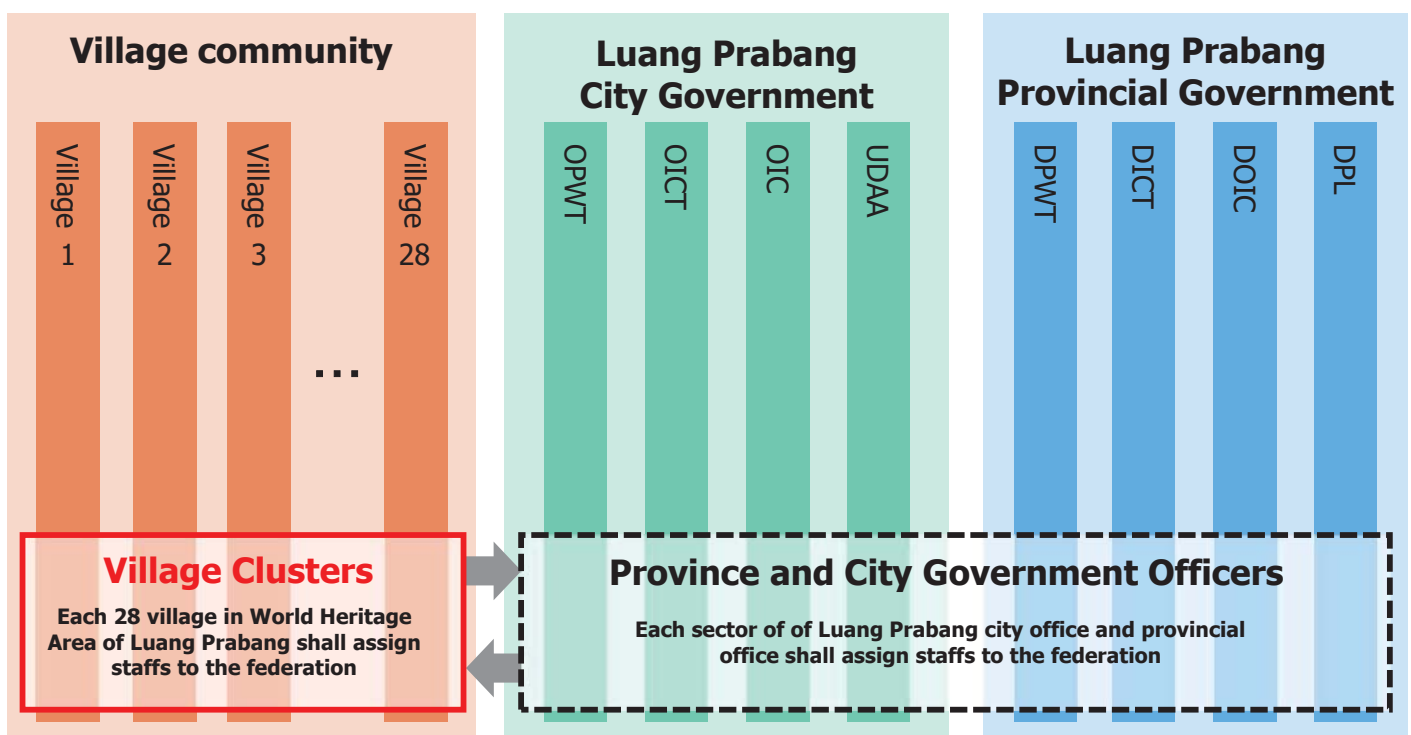
## **Activity for Community-based Management**

### **A-1-1 Villages Information Exchange Network**

## A-1-1 Villages Information Exchange Network

<i>Responsible Authority</i>	Village communities
<i>Implementation Partners</i>	DPL, DICT, UDAA, OICT, JICA project team etc.
<i>Purpose Expected outcomes</i>	<ul style="list-style-type: none"> <li>To strengthen the network between villages inside the world heritage area</li> <li>To share information about the JICA project and gain cooperation from villages</li> <li>To share management activities of the city and province inside the world heritage area, and to gain cooperation from villages</li> </ul>
<i>Target Area</i>	All 28 villages in World Heritage Area (ZPP-Ua & ZPP-Ub)
<i>Frequency</i>	<ul style="list-style-type: none"> <li>Twice a year to share experience through this project</li> </ul>

### Diagram of networking





## A-1-2 World Heritage Area Clean Day

### A-1-2: World Heritage Area Clean Day

#### A-1-2 World Heritage Area Clean Day

<i>Responsible Authority</i>	Village communities
<i>Implementation Partners</i>	UDAA, DICT, DPL, OICT, schools, JICA project team
<i>Purpose Expected outcomes</i>	To expand the current cleaning activities carried out by individual villages to an <b>All Clean Day carried out by all villages in World Heritage Area</b> (cooperative activity)
<i>Target Area</i>	All 28 villages in World Heritage Area (ZPP-Ua & ZPP-Ub)
<i>Frequency</i>	Every 2-3 months



## Activity Plan

1. Hence, as a first step, **2 to 3 villages shall join to perform a joint cleaning activity.**
2. **Equipment necessary for the cleaning shall be provided** by the government or international donors.
3. Enhancing the participation of school children shall be expected. In the school education, environmental education related to the 3Rs shall be done. In addition, enlightenment to the women's community is necessary.
4. The garbage collected by individual participants shall be collected to dust boxes set up in schools, so that UDAA can efficiently collect the garbage.
5. Cooperation with the "Trash Idol" activity shall be considered.
6. Plastic bottles that are collected in the activity shall be separated, and shall lead to the convert-to-money system discussed later.
7. The first activity on February 2020, and the **weekly cleaning activity shall gradually expand with more villages participating**

## A-1-3 Guidance for Morning Alms Giving

## A-1-3 Guidance for Alms Giving Festival

<i>Responsible Authority</i>	DICT
<i>Implementation Partners</i>	Tourists, OICT, DPL, villages, JICA project team
<i>Purpose Expected outcomes</i>	To secure the sustainability of the morning alms giving, by preventing it from deviating from its original purpose and organizing it as an opportunity for tourists to participate in the traditional culture.
<i>Target Area</i>	All 28 villages in World Heritage Area (ZPP-Ua & ZPP-Ub)
<i>Frequency</i>	Once a week in tourism high season



## Activity Plan

1. Currently, it is questionable whether the tourists are actually understanding the reasons and methods of the morning alms giving. **Pamphlets for tourists shall be provided** so that they understand the reasons and methods of the morning alms giving before participating.
2. There are cases witnessed where local business operators sell the Khao Nyao to the tourists at an insanely high price. Currently, Luang Prabang city is trying to control these activities, and there needs to be capacity strengthening of this control.
3. **By utilizing the manner teachers to the local residents**, that Luang Prabang city is currently training, morning alms giving demonstration activities shall be regularly conducted to tourists. Enlightenment through actual demonstration shall create opportunities for tourists to understand and experience the local traditional culture. The demonstration shall be held around once a week, mainly in the high season of tourism.



## A-1-4 Cultural Exchange Activities

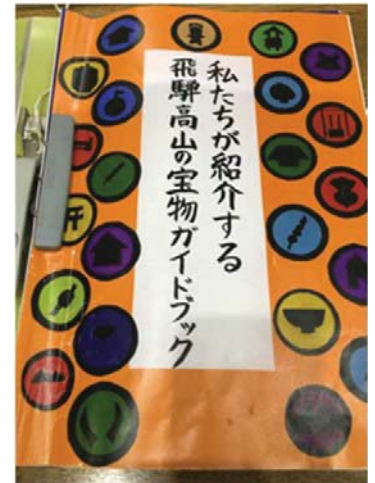
### A-1-4: Cultural Exchange Activity

#### Outline

<i>Responsible Authority</i>	Office of education and sports
<i>Implementation Partners</i>	Schools, DICT, DPL etc.
<i>Purpose Expected outcomes</i>	To enhance better understanding of the citizens' own culture, through cultural exchange between Luang Prabang and foreign cities.
<i>Target Area</i>	All 28 villages in World Heritage Area (ZPP-Ua & ZPP-Ub)
<i>Takayama's Cooperation</i>	<ul style="list-style-type: none"> <li>School students from Takayama shall present their culture to school students in Luang Prabang</li> </ul>
<i>Remarks and Issues</i>	

## Activity Plan

1. At first, certain classes of junior high schools in Luang Prabang and Takayama city are designated. In the classes, students shall discover about their own cities' culture and attractive aspects and make preparation for presentation.
2. Once the preparation is finished in both schools, opportunities for mutual exchange shall be provided by tele-conferencing both cities.
3. In the Project, coordination among teachers of both schools shall start in 2020



## A-1-5 Compost Waste Utilization

## Outline

<i>Responsible Authority</i>	UDAA
<i>Implementation Partners</i>	Hotels, guesthouses, restaurants, village communities, schools
<i>Purpose Expected outcomes</i>	To expand the current compost waste recycle activities to hotels, guesthouses, restaurants, and expand the activity to village/school scale.
<i>Target Area</i>	All 28 villages in World Heritage Area (ZPP-Ua & ZPP-Ub)
<i>Takayama's Cooperation</i>	
<i>Remarks and Issues</i>	Need effective cooperation with Trash Idol



## Activity Plan

1. Current conditions of the compost waste recycle activity (collection by UDAA, damage of compost container etc.) shall be surveyed.
2. Necessary equipment or machinery shall be provided by relevant public authorities or international donors (by CEML during CEML project period).
3. **Business operators and local citizens shall be able to use the compost**, so that the compost recycle activity is sustainable (ex. Waste collectors shall be able to receive compost according to their amount of waste collection).
4. A market system shall be made, so that the **compost be distributed to organic farmers**, and the **produced organic products be provided in restaurants and hotels** inside the city.
5. The activity shall collaborate with the school education, by setting up organic waste collection boxes in schools, and encouraging school children to bring their house's organic waste for composting.
6. In the Project, this activity shall start after the World Heritage Area Clean Day becomes familiar to the local community, which shall be after 2021.



## A-1-6 Community-based Fire Prevention

### Outline

<i>Responsible Authority</i>	Fire station (LPB city)
<i>Implementation Partners</i>	Office of education and sports
<i>Purpose Expected outcomes</i>	To expand the current annual fire drills considering the planned installation of new fire hydrants, and encourage active participation of the village community.
<i>Target Area</i>	All 28 villages in World Heritage Area (ZPP-Ua & ZPP-Ub)



## Activity Plan

1. **Information on past fire incidents (place, cause) and current/planned fire hydrants** shall be organized for better understanding of local citizens and business operators.
2. The role of the Security Community of villages shall be expanded, and the **community shall carry out periodic fire patrol inside the village.**
3. Fire prevention shall be introduced in **school education**, so that children and families can understand the importance of fire prevention.
4. The activity shall take place in the dry season, and in this Project, the activity shall start from late 2020.



## A-1-7 Garbage Separation & Convert-to-money System

## Outline

<i>Responsible Authority</i>	UDAA
<i>Implementation Partners</i>	Village communities, schools, office of education and sports
<i>Purpose Expected outcomes</i>	To expand the Garbage Separation & Convert-to-money System that has already been installed in Vientiane to Luang Prabang. The direct incentive (convert-to-money) is expected to be the first-step of the 3Rs.
<i>Target Area</i>	All 28 villages in World Heritage Area (ZPP-Ua & ZPP-Ub)
<i>Takayama's Cooperation</i>	
<i>Remarks and Issues</i>	Need effective cooperation with "A-1-1: World Heritage Area All Clean Day"

## Activity Plan

1. Current conditions of the Garbage Separation & Convert-to-money System in Vientiane shall be surveyed.
2. The **Convert-to-money system for plastic bottles shall be well informed to local citizens** before introduction of the system, and enable **brought plastic bottles to be converted into money periodically at designated places.**
3. As a first-step, **plastic bottles collected in the World Heritage Area All Clean Day shall be converted into money,** and the money shall be used to buy **necessary equipment for cleaning activities.**
4. In the early stages, UDAA shall be the responsible authority for the implementation of the system. After the implementation, **keen villages shall take over the main responsibility, and UDAA shall work as a supportive authority.**
5. By **introducing the system in school education,** participation of children and families shall be aimed.
6. In the Project, this activity shall start after the World Heritage Area Clean Day becomes familiar to the local community, which shall be after 2021.

# Activity A-2

## Activity for Pond Water Improvement & Monitoring

### A-2: Activity for Pond Water Improvement & Monitoring

#### Outline

*Purpose*

To improve environment in following aspects;

- Landscape: Enhance green stream in the heart of the town
- Socio-economic: Produce food by raising fish and growing vegetables
- Health: Treat discharged water to improve sanitation
- Flood mitigation: Manage excess water in rainy season with ponds and drainage

*Target Area*

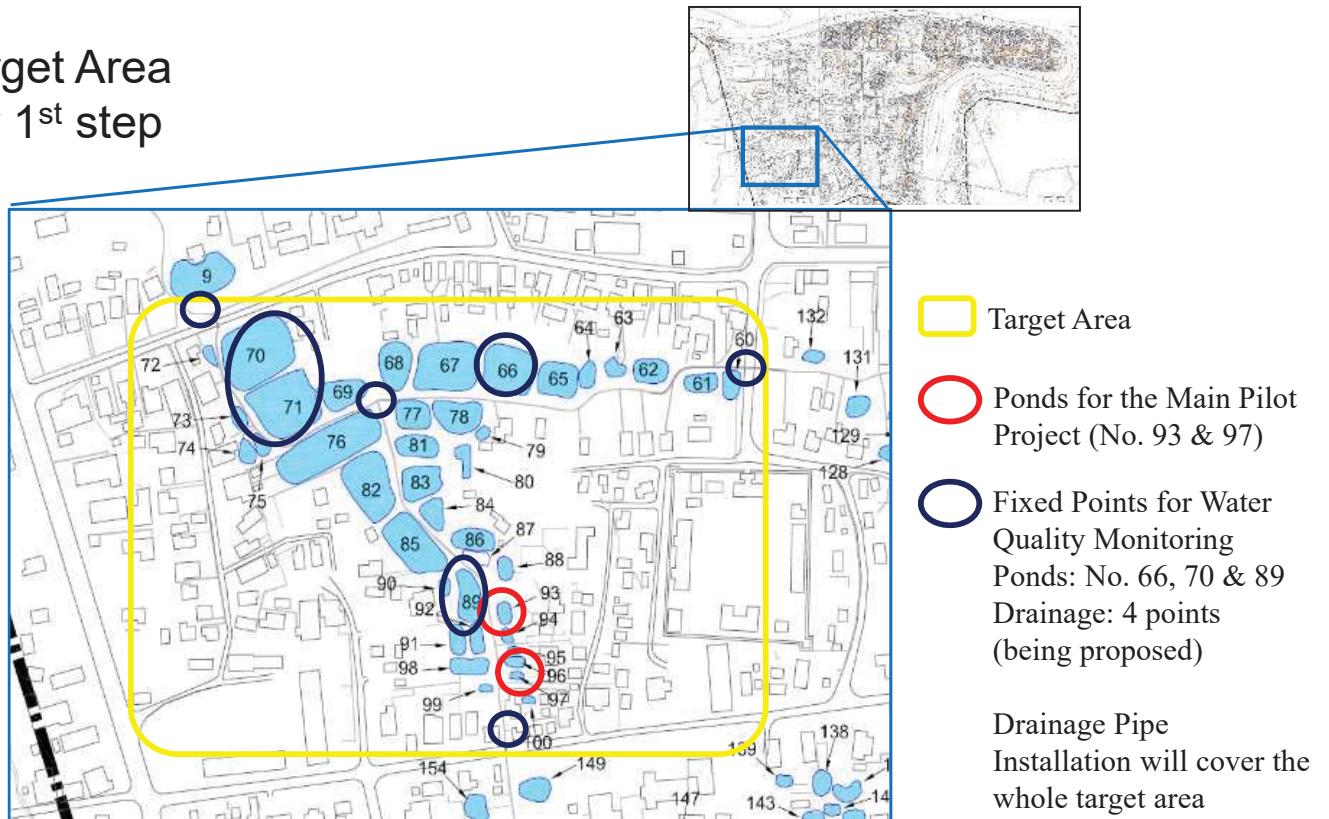
Firstly Mano and Pongkham Villages, and expanded in future to all ponds in ZPP-N





## Target Area






Target Area for 1<sup>st</sup> step



## Implementation Plan

<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>DPL</li> </ul>
<i>Implementation Players</i>	<ul style="list-style-type: none"> <li>UDAA</li> </ul>
<i>Hard Components</i>	<ol style="list-style-type: none"> <li>Installation of septic tank at each household near ponds</li> <li>Removal of accumulated sludge</li> </ol>
<i>Soft Components</i>	<ol style="list-style-type: none"> <li>Expert dispatch from Japan and other countries (Conducted in Aug. 2019 &amp; Nov. 2019)</li> <li>Implementation of water purification pilot project</li> <li>Water quality monitoring in all ponds and associated places in the target area</li> <li>Workshop and training to share learnings from the pilot project</li> </ol>

## Schedule

	2019	2020				2021				
Preliminary experiment										
Monitoring										
Sludge removal										
Installation of septic tank										
Wetland Environment WG										

# Project P-1

## Traditional Handicraft Village Revitalization Pilot Project

## P-1-1 Traditional Pottery Village Revitalization Pilot Project

### P-1-1: Traditional Pottery Village Revitalization Pilot Project

#### Outline

##### *Purpose*

- To develop market
  - by Developing original products characterized by local clay
  - by Developing original graze
  - by Developing Product and experience program for women
- To utilize facilities supported by ADB effectively
  - by Adapting better management
  - by Holding events in open space
- To increase awareness
  - by Conducting PR activities of Ban Chan to the Heritage Area and the World
  - by Posting on SNS
- To promote Community-based Tourism
  - by Establishing villagers/craftsman association
  - by Developing Community-based Tourism program
  - by Improving environment for tourists
- To involve private sectors
  - by Promoting utilization of local products in hotels or restaurants

##### *Target Area*

- Ban Chan Neua

## Implementation Plan

<i>Accessibility</i>	30 minutes for crossing Mekong river and driving on road
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>• DICT</li> </ul>
<i>Other stakeholders</i>	<ul style="list-style-type: none"> <li>• DICT of Chomphet district</li> <li>• Ban Chan Neua</li> <li>• Management group of ADB facilities</li> <li>• Group of young craftsman</li> <li>• Private sector (hotels, restaurants, tour agencies)</li> <li>• ADB</li> <li>• KOICA</li> </ul>



## Implementation Plan

<i>Hard Components</i>	None
<i>Soft Components</i>	<ol style="list-style-type: none"> <li>1. Experts dispatchment from Japan (<u>Conducted on Aug. 2019</u>)</li> <li>2. Training in Japan (<u>Conducted on Oct. 2019</u>)</li> <li>3. Training workshop by Takayama City (New products and program development)</li> <li>4. Event (Fam trip and pottery festival)</li> </ol>





## Schedule

	2019		2020			2021		
Expert dispatchment	█				█		█	
Training in Japan/other area		█	█	█			█	
Workshops and seminars				█	█	█	█	█

## P-1-2 Traditional Dyeing/Weaving Village Revitalization Pilot Project

## Outline

*Purpose*

- To transit from passing-typed to experience-typed tourism
  - by Developing dyeing method that tourists can experience shortly
  - by Developing program of experience-typed tourism
  - by Improving exhibits in Traditional Museum
  - by Installing information signboard about tradition and dyeing/weaving
  - by PR of cultivation areas for cotton and dyeing materials
  - by Holding events
  - by Installing public toilets
  - by Improving product quality in collaboration with DOIC
  - by Improving services based on tourists satisfaction collecting by SNS

*Target Area*

- Ban Nayan Tai



## Implementation Plan

*Accessibility*

3.5 hours through route 13 and dirt road from Ban Nam Bak

*Responsible Authority*

- DICT

*Other stakeholders*

- DICT of Nam Bak district
- Ban Nayang Tai
- Local community
- Operator of homestay service
- Private sector (hotels, restaurants, tour agencies)
- GIZ



## Implementation Plan

### 2. Weaving and dyeing village (Ban Nayang Tai)

<i>Hard Components</i>	<ol style="list-style-type: none"> <li>1. Dying and weaving equipment (not purchase but support for making equipment by villagers)</li> <li>2. Unified signboards</li> </ol>
<i>Soft Components</i>	<ol style="list-style-type: none"> <li>1. Experts dispatchment from Japan</li> <li>2. Training in Japan</li> <li>3. Training workshop by DOIC</li> <li>4. Event (Fam trip and dyeing/weaving festival)</li> </ol>



## Schedule

### 2. Weaving and dyeing village (Ban Nayang Tai)

	2020				2021			
Equipment	[Solid orange bar]							
Unified signboards	[Solid orange bar]							
Expert dispatchment				[Bar]				[Bar]
Training in Japan/other area						[Bar]		
Workshops and seminars	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	[Bar]	

# Project P-2

## Lao Liquor and Related Products Development Pilot Project

### Outline

<i>Purpose</i>	<ul style="list-style-type: none"> <li>• To establish Lao-Liquor Standard           <ul style="list-style-type: none"> <li>➤ by Examining quality of ingredients and products</li> <li>➤ by Developing new liquor and related products</li> <li>➤ by Utilizing secondary products which are currently thrown away</li> <li>➤ by Improving quality in collaboration with Souphanouvong University</li> <li>➤ by Learning from practice of Coop-Okinawa who developed Chura-Lao</li> <li>➤ by Promoting utilization of local products in hotels or restaurants</li> </ul> </li> <li>• To dispatch information           <ul style="list-style-type: none"> <li>➤ by Conducting PR activities of Lao liquor to the Heritage Area and the World</li> <li>➤ by Holding events</li> </ul> </li> <li>• To improve business environment           <ul style="list-style-type: none"> <li>➤ by Establishing association of liquor production as Coop-Okinawa</li> <li>➤ by Reducing cost on ingredients and equipment</li> <li>➤ by Adjusting appropriate price</li> </ul> </li> <li>• To promote Community-based Tourism           <ul style="list-style-type: none"> <li>➤ by Establishing local community</li> </ul> </li> </ul>
<i>Target Area</i>	<ul style="list-style-type: none"> <li>• Ban Xang Hai</li> </ul>



## Implementation Plan

<i>Accessibility</i>	40 minutes from the Heritage Area
<i>Responsible Authority</i>	<ul style="list-style-type: none"> <li>• DICT</li> </ul>
<i>Other stakeholders</i>	<ul style="list-style-type: none"> <li>• DICT of Pak Ou district</li> <li>• Ban Xang Hai</li> <li>• Liquor producer</li> <li>• Dyeing/weaving producer</li> <li>• Private sector (hotels, restaurants, tour agencies)</li> <li>• LKSTC of Souphanouvong University</li> <li>• ADB</li> <li>• Coop-Okinawa</li> </ul>



## Implementation Plan

<i>Hard Components</i>	None
<i>Soft Components</i>	<ol style="list-style-type: none"> <li>1. Experts dispatchment from Japan (<u>Conducted on Aug. 2019</u>)</li> <li>2. Training in Japan (<u>Conducted on Oct. 2019</u>)</li> <li>3. Training workshopimes</li> <li>4. Event (Fam trip and pottery festival)</li> </ol>



## Schedule

	2019		2020			2021		
Expert dispatchment	█				█		█	
Training in Japan/other area		█ █	█			█		
Workshops and seminars				█	█	█	█	█

# Project P-3

## Ou River Villages Tourism Development Pilot Project

## Outline

*Purpose*

- To improve tourist & visitor satisfaction
  - by Installing signboard at the ferry port in Ou river villages
  - by developing tourist centers
  - by installing stores for local product
  - by developing original products (such as river shrimp)
- To stimulate demand for tourism
  - by Installing signboard at the ferry port in Ou river villages
  - by developing tourist centers
  - by dispatching tourism information to private sectors related to tourism by using IT
- To encourage participation of private sectors and villagers
  - by organizing seminars to learn good examples of community-based tourism development
  - by building capacity of community-based tourism leaders
  - by organizing trainings on hospitality, cleaning and safety

*Target Area*

- Ban Nong Khiaw, Ban Muang Ngoi, Ban Sobjam, Ban Sopkhong

## Implementation Plan

*Accessibility*

3.5 hour to Ban Nong Khiaw through route 13  
 4.0 hour to Ban Sopkhong through route 13 and Ou River  
 4.5 hour to Ban Muang Ngoi through route 13 and Ou River  
 5.0 hour to Ban Sobjam through route 13 and Ou River

*Responsible Authority*

- DICT

*Other stakeholders*

- DICT of Ngoi district
- Ban Nong Khiaw, Ban Muang Ngoi, Ban Sobjam, Ban Sopkhong
- Association of hotels and guesthouses in each village
- Association of boat in Ngoi district
- Association of weaving in each village
- Private sector in Luang Prabang district (related to tourism)
- Villagers
- LANITH



## Implementation Plan

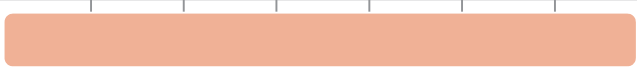








### *Hard Component*

1. Tourist center
  - @ DICT managed land near Nong Khiaw Bridge
  - @ DICT managed land in Ban Muang Ngoi
2. Unified signboard
  - @ Tourist center and opposite side of Nong Khiaw Bridge
  - @ Ferry port in Nong Khiaw
  - @ Landing point in Ban Sopkong
  - @ Ferry port in Ban Muang Ngoi
  - @ Landing point in Ban Sobjam

### *Soft Components*

1. Experts dispatchment from Japan
2. Training in Japan or other countries
3. Training workshop by LANITH (hospitality)
4. Training workshop by JOCV (public relations)
5. Seminar by Japanese Experts (branding on tourism)
6. Seminar by Japanese Experts (sustainable Community-based Tourism)

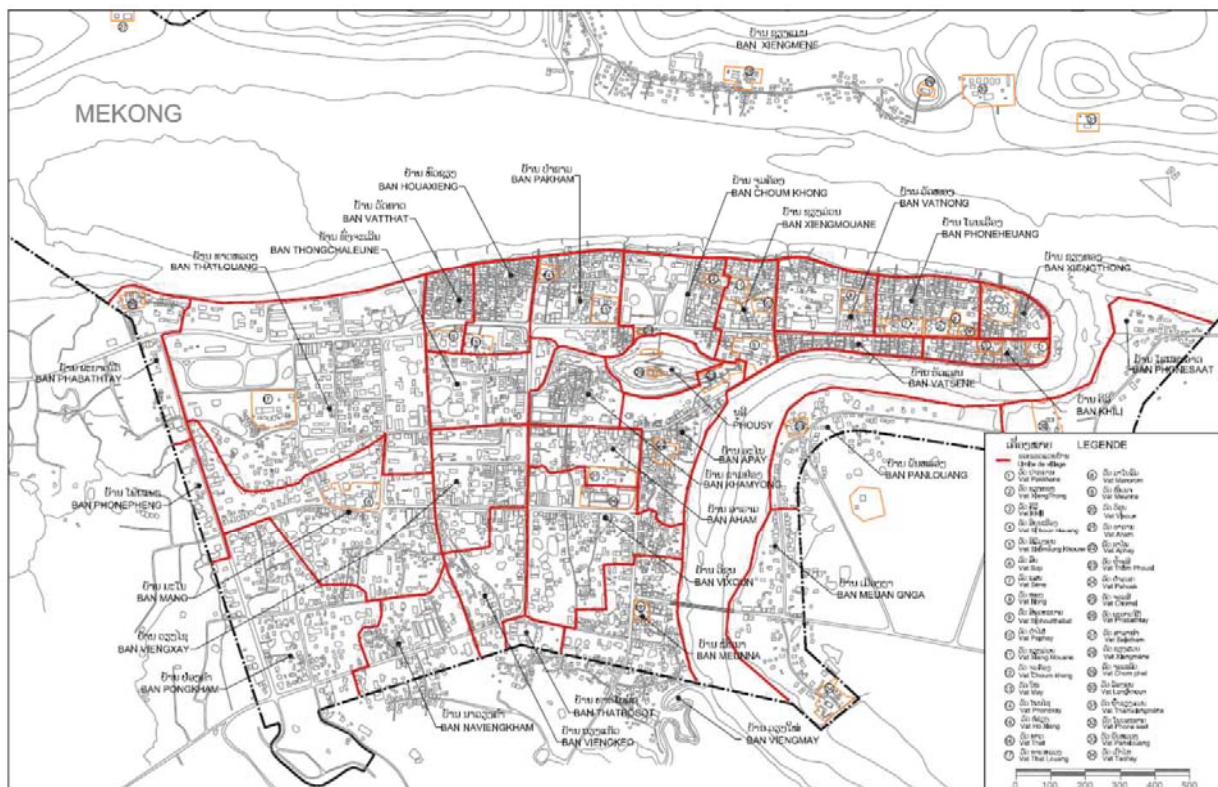
## Schedule

	2020			2021			
Unified signboards							
Expert dispatchment							
Training in Japan/other area							
Workshops and seminars							



# Reference

## Target area of Activity for Community-based Management



Target area of Activity for Community-based Management (28 villages)

## A-1: Activity for Community-based Management

### Cleaning Activity: Current Situation

A-1-2: World Heritage Area All Clean Day

A-1-5: Compost Waste Utilization

A-1-7: Garbage Separation & Convert-to-money System (Plastic Bottle)



Periodical cleaning led by Village



Morning market site after closing

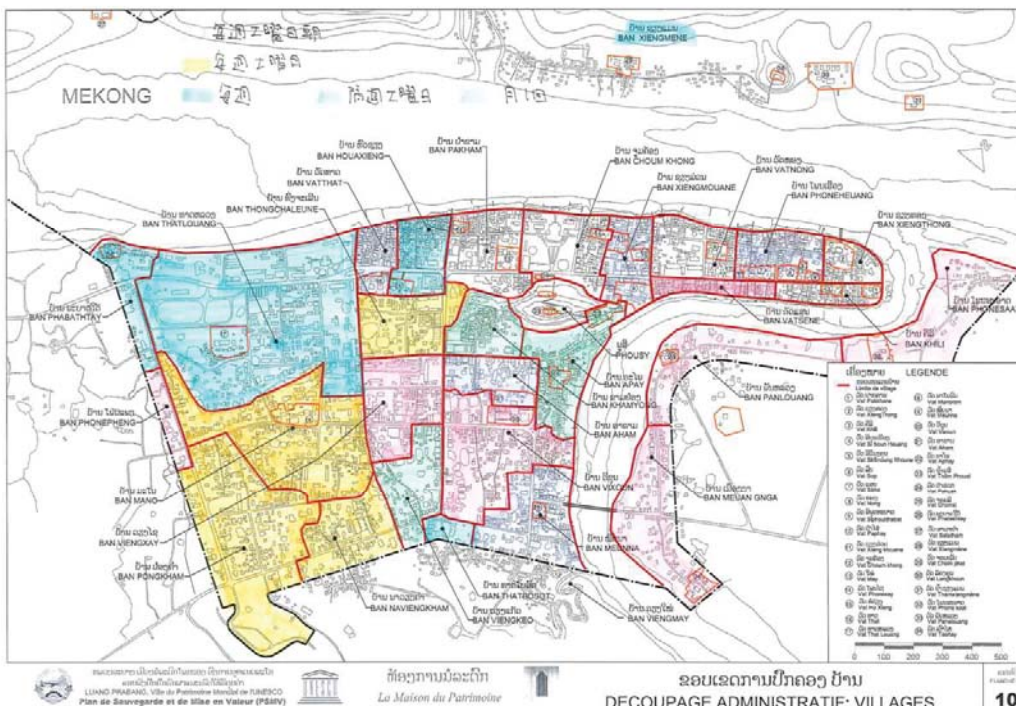


Waste water mixed with garbage

- Solid waste collection by UDAA (2 times per week)
- Some villages conducting periodical cleaning activities
- Voluntary periodical cleaning activities supported by UDAA (Trash Idol)
- Compost recycle activities introduced by JOCV

## A-1: Activity for Community-based Management

### Cleaning Activity: Current Situation



- : Every Saturday morning
- : Every Saturday
- : Every week
- : Every 2 Saturdays
- : Once a month



## A-1: Activity for Community-based Management

### Cultural and Historical Event Activity: Current Situation

A-1-3: Guidance for Alms Giving Festival

A-1-4: Cultural Exchange Activity

Others: Boat Race Festival Promotion



- Annual cultural and historical events carried out
  - New year festival (April)
  - Boat race (August)
  - Lantern festival (October)

## A-1: Activity for Community-based Management

### Fire Protection Activity: Current Situation

A-1-6: Community-based Fire Prevention



- Annual fire drill supported by the fire station, the police and villages.
- JICA water supply project planned to install 45 new fire hydrants by 2022, of which 38 are inside World Heritage Area (21 underground types & 17 aboveground types)

**End of the presentation  
Thank you for your attention**



ラオス国

ルアンパバーン持続可能な世界遺産の保全管理能力向上プロジェクト

本邦研修

「住民参加型遺産保全管理」

研修業務完了報告書

平成 31 年 3 月

日本工営株式会社

## 1. 報告内容

### (1) コース概要

独立行政法人国際協力機構（以下、JICA）は、「ラオス国ルアンパバーン持続可能な世界遺産の管理保全能力向上プロジェクト」を実施している。本プロジェクトでは、前半にコンサルタントである日本工営株式会社（以下、日本工営）が遺産地区保全管理活動計画及び実証事業計画を企画・立案し、その内容に基づき、高山市がプロジェクト後半でカウンターパート（ルアンパバーン県遺産事務所及び情報文化観光局）に対して技術移転を実施する。

本研修は、プロジェクトの支援主体となる高山市で実施されている住民参加型遺産保全管理の取り組みを知ること、日本における文化財保全の取り組みを理解することで、カウンターパートの遺産保全能力を向上させようとするものである。

下記に本研修の概要を示す。

- a) コースの名称: 住民参加型遺産保全管理
- b) 研修期間: 2019年2月24日～2019年3月9日（14日間）
- c) 研修員人数: 12名（村長4名、行政官8名（うち県職員4名、市職員4名）  
各研修員の詳細については添付資料②を参照。

### (2) 研修内容

本研修の実施に当たり、研修員の目標を以下の通り設定した。

- 住民参加型遺産保全管理活動を理解する。
- 上記が行われることで、より低コストに遺産保全管理が可能となることを理解する。
- 日本における文化財保全の取り組みを理解する。

#### a) 研修全体概念図

上記の目標に沿って、下図の通り必要な研修項目を設定した。

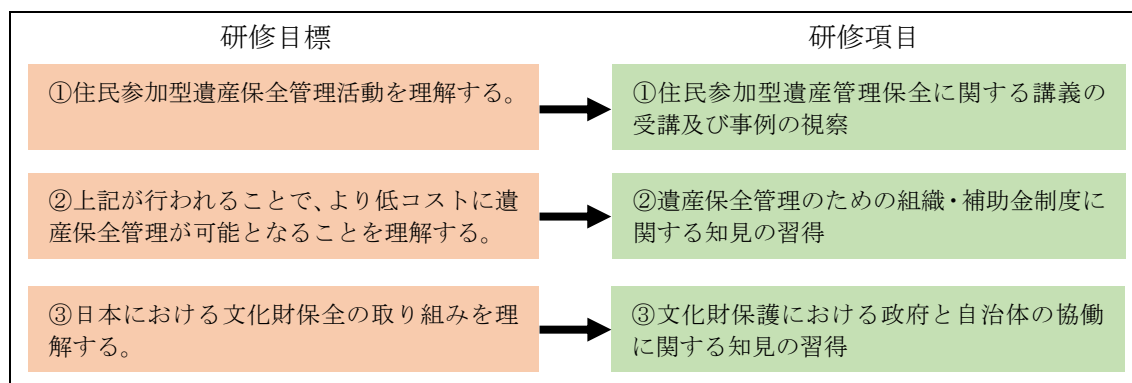


図1 研修目標と研修項目

b) 研修カリキュラム

上記の研修項目に従って、下表の通り研修カリキュラムを設定した。

表1 研修項目と研修科目

研修項目 \ 研修科目	①住民参加型 遺産管理保全 に関する講義 の受講及び事 例の視察	②遺産保全管 理のための組 織・補助金制 度に関する知 見の習得	③文化財保護 における政府 と自治体の協 働に関する知 見の習得	その他の研修項目	研修場所
<講義>					
高山市の概要	○	○	○		高山
高山市の歴史	○		○		高山
住民による街並み保全活動	◎	○			高山
景観町並み保存連合との協働	○	○	◎		高山
高山祭継承の取り組み	◎	○			高山
高山市の伝統工芸について	○	○			高山
伝統的建造物群保存地区制度	○	◎	○		高山
景観町並み保存制度	○	◎	○		高山
文化庁文化財保護一式	○	◎	○		東京
<視察>					
飛騨国分寺、屋台会館	○		○		高山
上三町伝建地区、防火施設	◎				高山
日下部家住宅、吉島家住宅	○		○		高山
テクノエコ社				環境改善	高山
飛騨の里				郊外型観光施設	高山
飛騨高山美術館				屋内型観光施設	高山
伝統工芸品製造現場				手工芸品開発	高山
白川郷合掌集落	◎	◎	○		白川
犬山城と城下町	○		◎		犬山
鎌倉	◎	○		緑地保全	鎌倉
相撲博物館視察				屋内型観光施設	東京

凡例 ◎: 研修項目に合致する ○研修項目に部分的に合致する

c) 日程表

上記の研修カリキュラムに従って、下表の通り研修スケジュールを設定した。詳細な工程については添付資料①を参照。

表2 日程表

日付	村長コース	県政府職員コース	宿泊地
2月23日 土	夕方：ルアンパバーン→		機中
2月24日 日	一朝：名古屋着		名古屋
2月25日 月	9:30-12:00 JICA規程ブリーフィング、 13:30-16:00 名古屋→高山		高山
2月26日 火	8:40-9:00 高山市長表敬 9:00-9:30 研修行程説明 9:45-12:00 現地視察（飛騨国分寺、屋台会館） 13:00-14:30 高山市の概要、まちづくりの歴史 14:40-16:10 高山市の歴史 18:00- 交流会		高山
2月27日 水	9:00-10:30 住民による街並み保全活動について 10:40-12:10 現地視察（上三町伝建地区、防火施設） 13:10-14:40 高山市の景観町並み保存連合との協働について 15:00-17:00 テクノエコ社視察（水質浄化活動）		高山
2月28日 木	9:00-10:30 高山祭り継承の取り組みについて 10:40-12:10 高山市の伝統工芸について 13:10-14:00 現地視察（日下部家住宅、吉島家住宅） 14:20-14:45 現地視察（飛騨の里） 14:50-15:15 現地視察（飛騨高山美術館） 15:30-16:00 現地視察（伝統工芸品製造現場） 16:10-16:30 1日の研修振り返り		高山
3月1日 金	9:30-12:00 現地視察（世界遺産「白川郷合掌集落」の保存・継承の取り組み） 14:00-16:30 最終報告会・意見交換会（ご協力頂いた市民の方への公開も出来るが良い）		高山
3月2日 土	9:00-10:30 伝統的建造物群保存地区制度について 10:40-12:10 景観町並み保存制度について 13:00- 高山→名古屋		名古屋
3月3日 日	朝：名古屋→夕方：ルアンパバーン	休日	名古屋
3月4日 月		10:00-10:30 名古屋→犬山 10:30-12:30 犬山城と城下町を散策 12:30-13:30 犬山→名古屋	名古屋
3月5日 火		9:00-12:30 日本文化理解活動（トヨタ産業技術記念館） 12:30-16:00 名古屋→東京	東京
3月6日 水		午後：文化庁講義（終日：文化財保護一式）	東京
3月7日 木		関東近郊での街並み保全 9:00-10:30 東京→鎌倉（バスの中で座学） 10:30-12:00 広町緑地（緑地保全事例） 13:00-14:00 高徳院・大仏（緑地と都市の境界、史跡） 14:00-15:00 鶴岡八幡宮（参道の景観保全、史跡） 15:00-16:30 鎌倉→東京	東京
3月8日 金		10:00-12:00 相撲博物館視察 13:30-15:00 JICA面談 14:30- 自由時間	東京
3月9日 土		朝：東京→夕方：ルアンパバーン	

(3) 研修コースに対する所見

a) オリエンテーション

高山、東京それぞれの研修工程を開始する前に研修プログラムに関するオリエンテーションを実施し、研修員に対して、それぞれの工程のポイントについて説明した。

本プロジェクトにおいて同時期に、日本工営がルアンパバーン県関係機関及び村長に対し、遺産管理保全の現状に関するヒアリング調査を実施中であったことから、高山での研修工程開始前には、このヒアリング調査の結果を踏まえて以下のポイントを整理し、研修員が高山とルアンパバーンそれぞれの現状を比較しやすいよう配慮した。



- 清掃美化
- 防火・消防
- 祭事（伝統文化）
- 防犯

また、東京での研修工程開始前には、文化庁による講義の受講や鎌倉の緑地保全事例の視察といった研修内容に沿い、かつ研修員が高山の研修工程で習得した知見・知識との関係性への理解を深められるよう、以下のポイントを整理した。

- 文化財保護における国と市町村の関係
- 町並保全と緑地保全の関係
- 屋内型観光施設について

#### b) 講義

講義は1コマ90分のコマ割りとし、その内60分程度を講師による講義、残り30分程度を研修員の質疑応答にあてる計画とした。講義はパワーポイントによるものが中心であり、研修員はパワーポイントを印刷した配布資料を持参した。講師の選定においては、各テーマに精通した専門家をあてた。

全体的な傾向として、研修員による質疑応答は非常に活発であり、知見・知識を吸収しようという高い意欲が見られた。また講義内容をルアンパバーンの現状に照らし合わせて考える姿勢も見られ、本研修で得た知識・経験を今後活用しようという意志が感じられた。研修員の具体的な質疑内容については添付資料③を参照。

#### c) 視察

講義と視察（見学）をバランスよく組み合わせる工程とし、講義で学んだ理論を実地で直感的に体験できるよう配慮した。視察の際は、テーマに関係する講義を担当した講師も同行して解説を行うことで、研修テーマに関する疑問の解決、理解の深化につながった。

#### d) 中間報告会

高山での研修工程終盤に中間報告会を行い、習得した知見・知識の整理と発表、今後いかに成果を活用していくか等の意見交換を行った。報告会開始前に時間を確保し、研修員それぞれが a) オリエンテーションでポイントを整理した用紙に所感をまとめ、発表用のメモとして活用した。

初めは研修員一人ひとりが上記のポイントに沿って発表を行っていたが、同じ意見が多く冗長になったため、途中から挙手制に変更し、その後は異なる意見を持つ研修員のみが意見を述べた。

また村長4名が高山の工程終了後に帰国するため、彼らの研修のまとめとして、本研修の成果を活用するための具体的なアイデアについて述べた（添付資料③参照）。

#### e) 最終報告会

最終報告会の前日には、研修員の自発的な働きかけにより、研修成果のまとめと報告会のプレゼンテーション資料作成が行われた。

報告会当日は、以下のプログラムに沿って進行した。

- 研修振り返り
- 研修員代表による研修の成果発表
- 研修員との意見交換
- 研修員への意見聴取
- 閉会の挨拶
- 修了証授与・写真撮影

研修員代表の成果発表は研修工程全体を網羅したものであり、オリエンテーション時に確認したポイントに沿って上手く整理されたものであった。今後ルアンパバーン世界遺産の保全管理のために活用すべきことについて考察がなされた（添付資料③参照）。

#### f) 研修期間・配列・内容

高山市で市町村の取り組みを学んだ後、文化庁にて国の取り組みについて学ぶ工程であったため、部分的な話題（市町村の取り組み）から全体的な話題（国の取り組み）へという順序のスケジュールとなり、そのため文化庁での文化財保護に関する講義一式が研修員にとって理解しにくいものとなっていた印象を受けた。

#### g) テキスト・機材・施設

各講師が講義に使用するパワーポイント資料を印刷し、事前に研修員に配布資料として配布した。各講師が日本語で作成した資料を事前にラオス語に翻訳、十分な校正を行った。研修の性質上、専門用語が多く登場する内容であったが、翻訳の質が高く、講義資料の内容に関する研修員からの評価は高かった。結果、研修テーマに関する研修員の理解を深めることができた。

### (4) 研修員

#### a) 資格要件

研修員の内訳は、ルアンパバーン県職員 4 名、ルアンパバーン市職員 4 名、村長 4 名であった（添付資料②参照）。県や市の職員は各分野で十分な経験を持ち、そのうち数名は日本への視察経験もあった。一方、村長 4 名については、2019 年 1 月に選挙で選出されたばかりの新任者であり、職務経験が短かった。そのため、自身の所属する村のコミュニティや役割について理解不足な面があり、帰国後に今回の研修成果を活用する具体的なイメージに結びつきにくい可能性がある。一方、村長の任期は 5 年間であるため、今後住民の代表とし

での役割を発揮しながら研修成果を活用していくチャンスは多いと言える。

#### b) 研修参加への意欲・受講態度

本研修を通じた研修員の態度は非常に意欲的なものであった。講義・視察を通じて講師に対する質問や意見が多く行われ、知見や知識を習得しようという意欲が感じられた。また最終報告会前には、研修員の間で成果をまとめようという自発的な動きが見られた。

### (5) 研修成果の活用

#### a) 研修で得られた成果について

前述の通り、村長4名については中間報告会で、行政官8名については最終報告会で、それぞれ成果発表を行った。各研修先で見たことや聞いたことをルアンパバーンの現状に照らし合わせることで、ルアンパバーンの課題を認識するとともに、研修成果をどのように活用していくか、アイデアを展開していくかについてまで考察することができた。

#### b) 成果の活用方法について

中間報告会と最終報告会で、研修成果の今後の活用方法について討議を行った。研修で学んだ実例をルアンパバーンでも導入・実践したいという具体的なアイデアの他、今回の研修のテーマでもある住民参加に注目し、村長からは住民が集まって意見交換や情報共有を行うための拠点の確保、行政官からはトップダウンから脱却して住民の意見に耳を傾けることなど、意識改革の重要性を普及させたいとの意見も挙げられた。

### (6) 研修環境

高山にて風邪による体調不良を訴える研修員が1名いたが、幸い症状は軽度であった。

## 2. 添付資料（省略）

- ①研修詳細計画表（実績版）（様式 1,2）
- ②研修員リスト
- ③研修員との意見交換結果
- ④経費内訳書（様式 3）
- ⑤著作権関連書類
- ⑥写真

ラオス国

ルアンパバーン持続可能な世界遺産の保全管理能力向上プロジェクト

本邦研修

「手工芸品・農産品開発」

研修業務完了報告書

令和元年 11 月

日本工営株式会社



## 1. 報告内容

### (1) プロジェクト概要

独立行政法人国際協力機構（以下、JICA）は、「ラオス国ルアンパバーン持続可能な世界遺産の管理保全能力向上プロジェクト」（以下、本プロジェクト）を実施している。本プロジェクトでは、世界遺産地区の保全管理及び県全域の地域振興のための観光開発に関し、以下を中心とした技術協力を行なっている。

- ① コミュニティベースの遺産地区保全管理の活動計画作成
- ② 遺産地区保全のための基金提案
- ③ 観光資源・手工芸品／農産加工品のパイロット事業の事業化

本プロジェクトの実施においては、前半にコンサルタントである日本工営株式会社（以下、日本工営）が上記①～③に係る企画・立案を行い、その内容に基づき、高山市がプロジェクト後半でカウンターパート（ルアンパバーン県遺産事務所及び情報文化観光局）に対して技術移転を実施した。

### (2) 研修内容

#### 1) 概要

下記に本研修の概要を示す。

コースの名称: 手工芸品・農産品開発

研修期間: 2019年10月14日～2019年10月26日（13日間）

研修員人数: 4名（情報文化観光局職員1名、陶芸事業者1名、酒造事業者2名）

表1 研修員一覧:

	氏名	所属
1	Mr. Thongvanh YOUTHTHASETH	Tourism Marketing Division, Information, Culture and Tourism Department, Luang Prabang Province 行政官
2	Mr. Vonexay DUANGCHALERN	Chan Village 陶芸事業者
3	Ms. Manikone PHOMMACHAK	Xanghai Village 酒造事業者
4	Ms. Somephone PHONTHACHAK	Xanghai Village 陶芸事業者

#### 2) 目的

本プロジェクトでは、上記③に関して、ラオスで伝統的に行われている陶芸・酒造分野の製品のさらなる展開と、これらの分野と観光を組み合わせた観光客向けプログラムの推進を検討しており、本研修はその開始に向けた準備の一環として実施される。

本研修では、陶芸や酒造の過程を学ぶとともに、製品の付加価値の創出や、観光と結びつけた展開を念頭に置いた、ラオスでの実践のためのヒントを得ることを目的としている。

また、本研修を日本で実施する狙いは、陶芸・酒造というルアンパバーンで続いている産業を、今後観光と結びつけて展開するためのヒントを探るため、高山市はじめ日本の事例を学び、実践を見据えた気付き（これだったらできそうだ、こう発展させることができる、など）を得ることにある。

また、プロジェクトの上位目標として、ルアンパバーン県内での地域・観光振興に関する実証事業が実施により、関係者の事業実施能力が向上され、ルアンパバーン県の地域・観光振興に向けた地場製品の生産改良が促進されることを目標とする。

### 3) キーワード

上記の目的を達成するため、以下のキーワードに注目して研修を実施した。

持続可能性： 土地の材料を使ったり、環境を保全したりする活動の重要性

製品開発： 対象地域への観光客を取り込める、「欲しい、飲んでみたい」と思わせる魅力の創出

PR・体験： 単なる土産品ではなく、体験と合わせた観光プログラムや景観形成で相乗効果を 生み出す仕組み

### 4) 研修カリキュラム

上記の研修項目（キーワード）に従って、下表の通り研修カリキュラムを設定した。

表2 研修項目と研修科目

研修科目 \ 研修項目 キーワード	持続可能性	製品開発	PR・体験	その他の研修項目	研修場所
<実習>					
陶芸研修（渋草柳造窯）	◎	◎	◎		高山
酒造研修（船坂酒造店）	◎	◎	◎		高山
<視察>					
高山市中心部	○	○	○	観光客受入状況	高山
陶芸体験施設（国府）	○		◎		高山
酒粕活用事例（古川）	◎	◎			飛騨
白川郷	○		○	世界遺産の保全	白川
パスカル清見		○	◎	農産品販売状況	高山
郡上八幡中心部	◎		○	町並み保存	郡上

体験型観光施設（サンプルビレッジいわさき）		○	◎		郡上
滞在型作陶施設（Ho-Ca）			◎		多治見
陶磁器試験場セラテクノ	○	◎		陶磁器の量産体制	土岐
酒造見学プログラム		○	◎		恵那
陶磁器メーカー		◎	○	陶磁器技術の応用	名古屋

凡例 ◎: 研修項目に合致する ○研修項目に部分的に合致する

### 5) 日程表

上記の研修カリキュラムに従って、下表の通り研修スケジュールを設定した。詳細な工程については添付資料①を参照。

表3 日程表

日	曜	陶芸グループ	酒造グループ	宿泊地
10/12	土	午後：ルアンパバーン発		機内
10/13	日	午前：名古屋着 午後：休息		名古屋
10/14	月	午前：JICA 中部ブリーフィング 午後：休息		名古屋
10/15	火	午前：研修概要説明（JDS） 午後：高山へ移動		高山
10/16	水	終日：高山市観光受入れ状況視察（飛騨国分寺、宮川朝市、高山祭屋台会館、吉島家住宅、伝建地区周辺）		高山
10/17	木	午前：高山市表敬訪問、陶芸研修 午後：陶芸研修	午前：高山市表敬訪問、酒造研修 午後：酒造研修	高山
10/18	金	終日：陶芸研修	終日：酒造研修	高山
10/19	土	終日：陶芸研修	終日：酒造研修	高山
10/20	日	午前：白川郷視察（天守閣展望台、集落散策、和田家） 午後：昼食、休息		高山
10/21	月	午前：陶芸体験工房視察（荒城郷まほろば文化村 国府） 午後：酒粕活用視察（井之廣製菓舗 酒粕入り味噌煎餅 古川）		高山
10/22	火	午前：高山市研修結果報告 午後：自由時間		高山
10/23	水	午前：道の駅視察（パスカル清見） →郡上へ移動 郡上八幡視察（市街地、郡上八幡博覧館） 午後：郡上八幡視察（サンプル作り体験） 名古屋へ移動		名古屋
10/24	木	終日：東濃方面視察（多治見滞在型作陶施設、陶磁器試験場、恵那岩村醸造）		名古屋
10/25	金	午前：研修結果整理 午後：名古屋 JICA 報告		名古屋

10/26	土	午前：ノリタケの森 午後：トヨタ産業技術記念館	名古屋
10/27	日	終日：休息	名古屋
10/28	月	午前：名古屋発 午後：ルアンパバーン着	

### (3) 研修コースに対する所見

#### 1) オリエンテーション

研修初日に研修プログラムに関するオリエンテーションを実施し、研修員に対して、それぞれの工程のポイントについて説明した。工程のポイントは(2) 研修内容 3) キーワード、4) 研修カリキュラムの通り。

#### 2) 実習

陶芸研修及び酒造研修は、グループ別に同時並行で実施し、研修時間の有効利用を図った。陶芸研修の講師には、高山市の陶芸事業者である(有)洪草柳造窯の戸田柳平社長、酒造研修の講師には、同市の(有)船坂酒造店の有巢弘城社長に担っていただいた。

表 4 陶芸研修/酒造研修講師一覧

担当	氏名	所属
陶芸研修	戸田 柳平	有限会社洪草柳造窯 社長
酒造研修	有巢 弘城	有限会社船坂酒造店 社長

研修員のうち、陶芸事業者は全日程で戸田氏、酒造事業者は全日程で有巢氏の実習を受講し、情報文化観光局からの研修員については、双方を行き来する形とし、企業戦略やマーケティングに係るコマに関しては双方に参加できるよう、コマ割りを調整した。

#### ① 陶芸研修

陶芸研修のコマ割りは次の通り。

表 5 陶芸研修コマ割り

時間	10/17 (木)	10/18 (金)	10/19 (土)
9:00-10:00	-	窯詰め・点火	窯出し 検証
10:00-11:00	-	作業見学	
11:00-12:00	来訪・工房案内	手伝い	釉薬試験作業
12:00-13:00	昼食	昼食	昼食
13:00-14:00	作業説明	座学：マーケ ティング等	釉薬試験作業 窯詰め
14:00-15:00	釉薬試験作業		
15:00-16:00			反省会



#### i) 釉薬試験作業

陶芸の対象村である Chan Village で採取可能な材料から釉薬を生成する方法を検討するため、ルアンパバーンの粘土を乾燥させた粉とテクノエコ社（高山市）が製造するガラスの粉末を合わせて生成した釉薬を、配合比を変えて 10 パターン作成した。これらをルアンパバーンの粘土を素焼きしたテストピースに塗布し、Chan Village の窯の焼成温度に近いと思われる 1000℃で焼成し、仕上がりを検証した。結果として、釉薬の成分がガラス粉 8 に対し、土 2 の比率であれば機能的な撥水性が確保できることが明らかになった。

釉薬は陶磁器の撥水性確保などの機能的な側面以外に、色合いや質感などに違いを与える重要な要素となる。陶芸研修員の Vonexay 氏は、現地で採取できる材料から釉薬を生成することに高い関心を示しており、仕上がりの色や焼成温度の関係など、試行錯誤してみないと分からないことが多いという点を理解しつつも、帰国後のチャレンジには意欲的であった。

#### ii) デザイン

陶芸のお土産品になりえるモチーフとして、ルアンパバーンに伝わる先祖の化身「プニュニャニャ」を象った置物を作成した。Vonexay 氏が粘土で成形したものについて、戸田氏が作品の魅力を高める工夫（ペン立てなどの機能をもたせたり、一様な表現ではなく部分的にリアルな表現（歯や鼻など）を取り入れたりする）を説いた。

#### iii) マーケティングについて

戸田氏から、Chan Village のお土産の商品開発に際しては、観光客の心をつかむ商品を低コストで作ることを念頭に置き、そのために、土地の資源（粘土や釉薬などの材料、前述のプニュニャニャなどのモチーフ）を活用してストーリーを作ることが最も重要であると説明があった。

また、小さい作品は窯の容量を圧迫せずに多くの数を焼成できることから、ガス使用量の削減と利益の拡大につながること、石膏の型を使った量産が可能なことなどから、土産品としての可能性が高いとのアドバイスもあった。

#### iv) ブランディングについて

Chan Village への訪問者を増やし、商品の販路を拡大するためには、陶芸事業者個人の努力のみならず、村組織や県政府によるブランディングや PR も重要となる。Vonexay 氏は、村の魅力的な雰囲気や環境を損なわないよう、日々の清掃や衛生環境の維持などを通じた村ぐるみのブランディングを進めることに前向きであった。情報文化観光局の研修員 Thongvanh 氏へは、戸田氏から、陶芸品にまつわるストーリー、環境への配慮なども含めて商品の PR に積極的に乗り出すよう要請があった。

v) 組織について

戸田氏からは Chan Village のプロデュース役を担う上部組織が提案された。Thongvahn 氏と Vonexay 氏は組織の意義に理解を示しつつも、村社会の中での利害関係や上下関係との兼ね合いが難しいのではとの懸念も抱いており、今後の課題である。

② 酒造研修

酒造研修のコマ割りは次の通り。

表 6 酒造研修コマ割り

時間	10/17 (木)	10/18 (金)	10/19 (土)
8:00-9:00	-	蒸し	-
9:00-10:00	-	仕込み	作業説明 瓶詰め等
10:00-11:00	-	清酒作業の 見学・手伝い	
11:00-12:00	社内案内		
12:00-13:00	座学：発酵学	昼食	昼食
13:00-14:00	昼食	企業戦略の 説明	清酒作業の 見学・手伝い
14:00-15:00	洗米		
15:00-16:00	振り返り	振り返り	振り返り

i) 甘酒作り実習

甘酒の製造工程を 3 日間かけて一通り体験した。初日に洗米、二日目に蒸しと仕込みを行い、熱処理工程を見学し、最終日に瓶詰め作業を行った。各工程を通じて、発酵用タンクや糖度モニタリング用の機器による品質管理の方法についても学んだ。

酒造研修員は、甘酒が美味であり、ラオス人の口にも合うと思われ、かつ清酒と比較して製造工程がシンプルであることから、対象村である Xanghai Village でも実施してみたいとの意向を示した。しかし有巢氏は、甘酒はアルコール分を含まないため、雑菌の発生防止など衛生管理が難しいため、現状の Xanghai Village の衛生環境では製造すべきではないとの考えを示し、研修員もこれに納得した。

ii) 清酒製造工程見学

清酒の製造工程の中でも、特に絞りの段階で発生する酒粕の活用が話題の中心となった。船坂酒造店で発生する酒粕の一部は、本研修の視察先にもなっている井之廣製菓舗（岐阜県飛騨市）の名物「味噌煎餅」の酒粕味に活用されている。Xanghai Village で伝統的に作られる種類も主に米から作られるが、これまで酒粕の活用は行われてこなかった。研修員は、食品への活用の他、家畜の飼料としての活用なども含め、副産物利用の着想を得たようであった。

iii) 発酵学

Xanghai Village で伝統的に作られる種類には主に、ラオラオ（蒸留酒）とラオサトー（醸造酒）があり、いずれも米を原料とする。有巢氏は、研修員がこれらの製造方法を科学的見地に立って正しく理解することで、世界的に流通している日本酒やワイン、焼酎などの製造方法と比較できるようになり、結果、国外からの観光客の興味を引くことができるようになることを意図した。製造工程に関する知識は、後に述べる衛生面の対策の他、商品開発の際のストーリー作りにも活用できると思われる。

#### iv) 衛生環境の確保

有巢氏は2019年8月にXanghai Villageの酒蔵を視察しており、衛生環境の改善が一番の課題であると認識している。作業場が清潔に維持されていないこと、ラオサトーなどの甘い酒類には虫が作業場に侵入したり、加熱時に製品にススが混入したりするなどの問題が指摘された。講義では、これらを設備面の工夫によって改善する方法に焦点が当てられ、研修員は、ホームセンターで売っているような素材や道具など、身近なものを利用して衛生環境を向上させることが可能であると学んだ。研修員が無意識に後回しにしてきた衛生環境というテーマに対する意識を、実践方法を学びながら高めることができた。

### 3) 視察

#### ① 体験型観光施設

陶芸を体験できる施設として、荒城郷まほろば文化村（高山市）、滞在型作陶施設 Ho-Ca（多治見市）、その他の体験プログラムを提供している施設として、サンプルビレッジいわさき（郡上市）を視察した。荒城郷まほろば文化村及び滞在型作陶施設 Ho-Ca では、体験プログラムの実施や希望者の受入について情報収集を行なった他、Chan Village での陶芸体験プログラム実施に際して留意すべき事項を考察した。サンプルビレッジいわさきでは、食品サンプルの製作を実際に体験し、工業と観光を結びつけることの可能性について学んだ。

#### ② 町並み保存事例

主たる研修先である高山市の中心部の他、世界遺産と伝統的建造物群保存地区に指定されている白川郷合掌集落（白川村）、伝統的建造物群保存地区に指定されている郡上市八幡町中心部の視察を行った。各視察先では、観光客の受入状況を視察するとともに、ルアンパバーン世界遺産地区の類似例として、町並み保存の現状と仕組みを理解した。

#### ③ 陶芸関連施設

陶芸技術に関する施設として、陶磁器試験場セラテクノ（土岐市）、ノリタケの森（名古屋市）を視察した。陶磁器試験場セラテクノでは、日本最大の陶磁器製造量を誇る土岐市における試験場の役割の他、陶磁器の量産や、焼成・釉薬製造、転写などの各工程による分業体

制について学んだ。ノリタケの森では、陶磁器技術の応用事例として、工業用砥石の製造に触れた。

#### ④ 酒造関連施設

前述の井之廣製菓舗（飛騨市）で酒粕の活用事例を視察した他、酒蔵見学プログラムの事例として、岩村醸造（恵那市）を視察した。井之廣製菓舗では、酒粕入り味噌煎餅の製造過程を実際に見学し、衛生環境の維持や商品開発のアイデアなどについて学んだ。岩村醸造では、観光客に見せる空間の設きの他、試飲を含む見学プログラムの提供方法等について学んだ。

#### 4) 中間報告会

高山市での工程を終えた段階で中間報告会を実施した。パワーポイントを使ったプレゼンテーションを県情報文化観光局の研修員である **Thongvanh** 氏が行い、習得した知見・知識の整理と発表を行なった。その後、各事業者が陶芸・酒造各分野について掘り下げる形で発表を行い、今後いかに成果を活用していくか等の意見交換を行った（議事録は添付資料②を参照）。

報告会当日は、以下のプログラムに沿って進行した。

- 計画コンサルタントからの挨拶
- 研修員代表による研修の成果発表
- 他研修員からの口頭発表（成果の活用について）
- 意見交換
- 修了証（仮）授与・写真撮影
- 閉会の挨拶

プレゼンテーション資料は、研修内容については網羅されていた一方、準備時間が十分に取れなかったこともあり、一部英語訳が未完了の箇所があった。

また、上記プログラム終了後、戸田氏と有巢氏の要望により、情報文化観光局の研修員 **Thongvanh** 氏のみとの意見交換の時間を設けた。

#### 5) 最終報告会

全行程終了時に最終報告会を実施した。中間報告会同様、パワーポイントを使ったプレゼンテーションを研修員の **Thongvanh** 氏が行い、習得した知見・知識の整理と発表を行なった。その後、各事業者が陶芸・酒造各分野について掘り下げる形で発表を行い、今後いかに成果を活用していくか等の意見交換を行った（議事録は添付資料③を参照）。

報告会当日は、以下のプログラムに沿って進行した。

- 計画コンサルタントからの挨拶



- 研修員代表による研修の成果発表
- 他研修員からの口頭発表（成果の活用について）
- 意見交換
- 修了証授与・写真撮影
- 閉会の挨拶

中間報告会での反省を活かし、発表前に JICA 長期専門家、JICA 研修監理員、計画コンサルタントを交えて、プレゼンテーション資料の修正作業に当たった。この作業により、研修員自身も研修成果をよりクリアに整理することにつながった。

#### 6) テキスト・機材・施設

実習と視察がメインとなる研修であったことから、事前に準備した教材はほとんどない。一方、研修効果を高めるため、研修における各工程の目的や学びのポイントをまとめた資料を事前に研修員に配布資料として配布し、常に持参させた。また、研修の性質上、専門用語が多く登場する内容であったが、通訳の質が高く、講義資料の内容に関する研修員からの評価は高かった。結果、研修テーマに関する研修員の理解を深めることができた。

#### (4) 研修員

##### 1) 資格要件

研修員の内訳は、ルアンパバーン県情報文化観光局行政官 1 名、陶芸事業者 1 名、酒造事業者 2 名であった（表 1 参照）。県行政官は本プロジェクトの前回本邦研修でも訪日した経験を持ち、陶芸事業者は韓国での研修経験を持つ。陶芸事業者及び酒造事業者は、村の候補者の中から JICA 長期専門家の面談を経て、情報文化観光局の推薦を受けた人物であった。研修内容にも深い理解を示し、研修成果の帰国後の展開についても意欲的であった。

##### 2) 研修参加への意欲・受講態度

本研修を通じた研修員の態度は非常に意欲的なものであった。実習・座学・視察を通じて講師に対する質問や意見が多く行われ、知見や知識を習得しようという意欲が感じられた。また中間報告会や最終報告会の前には、研修員の間で成果をまとめようという自発的な動きが見られた。

#### (5) 研修成果の活用

##### 1) 研修で得られた成果について

前述の通り、高山市での工程を終えた段階で中間報告会を、全行程終了時に最終報告会を実施した。いずれもパワーポイントを使ったプレゼンテーションは県行政官の **Thongvanh** 氏が行い、その後、各事業者が陶芸・酒造各分野について掘り下げる形で発表を行った。各研

修先で見たことや聞いたことをルアンパバーンの現状に照らし合わせることで、ルアンパバーンの課題を認識するとともに、研修成果をどのように活用していくか、アイデアを展開していくかについてまで考察することができた。

## 2) 成果の活用方法について

中間報告会と最終報告会で、研修成果の今後の活用方法について討議を行った。研修で学んだ事例をルアンパバーンでも導入・実践したいという具体的なアイデアの他、まずは村ごとに取り組みを始めるため、今回の研修成果の共有にいち早く取り組みたいとの声が多く聞かれた。また、Chan Village の組織や Xanghai Village の家族ごとの差別化など、中長期的に考えていかなければならない課題を認識した上で、まずは顔を突き合わせた議論が必要であるという共通認識も得る事ができた。

## 2. 添付資料（省略）

- ①研修詳細計画表（実績版）
- ②中間成果報告（高山市役所）議事録
- ③最終成果報告（JICA 中部）議事録
- ④経費内訳書（様式 3）
- ⑤著作権関連書類
- ⑥写真



LAO PEOPLE'S DEMOCRATIC REPUBLIC

PEACE INDEPENDENCE DEMOCRACY UNITY PROSPERITY

\*\*\*\*\*

National Assembly

No 32/NA

Vientiane Capital, 24 July 2013

## LAW ON TOURISM

### Part I

#### General Provisions

##### Article 1. Purpose

This Law on Tourism determines the principles, regulations and measures on the establishment, activities and administration of tourism, with the aims to promote, develop and extend cultural, historical, and nature tourism in sustainable ways, to transform into a modern tourism industry, to contribute to national protection and development.

##### Article 2. Tourism

Tourism is the travel from one's residence to other locations or countries for the purpose of visiting, sightseeing, relaxation, entertainment, cultural exchange, sport, health promotion, research and study.

##### Article 3. Use of Terms

The terms used in this law shall have the following meanings:

- Tourist means a person who travels from his<sup>4</sup> place of residence to other locations or countries for the purposes described in Article 2 of this law;
- Tourism activities means organising and carrying out activities to provide services to domestic and foreign tourists such as: tourism sites, temporary accommodations, guided tours;
- Tourism business means the provision of services by any business unit to tourists in the form of travel, food, temporary accommodations, guided tours, and others;
- Temporary accommodations business means the provision of services by any business unit to tourists in the form of temporary accommodations, such as: hotels, guesthouses, tourist boats, daily

rooms and other accommodations that are arranged for general tourists;

- Hotel means a place of temporary accommodation consisting of at least fifteen rooms, which provides, in exchange for fees, comfortable facilities, quality consumer equipment, and good standard of services with the purpose of providing temporary accommodations to travellers;
- Guesthouse means a place of temporary accommodation consisting of a maximum of fourteen rooms but not less than five rooms, which provides, in exchange for fees, comfortable facilities, appropriate consumer equipment, and good standard of services with the purpose of providing temporary accommodations to travellers;
- Daily room service means a place of temporary accommodation, consisting of a maximum of four rooms, which shall have necessary facilities for travellers;
- Resort means a place of temporary accommodation established in a nature tourism site, which shall provide comfortable facilities, quality consumer equipment and good standard of services;
- Motel means a place of temporary accommodation established along a highway for travellers using vehicles, which shall provide parking lots and basic comfortable facilities;
- Moveable accommodation means a place of temporary accommodation which is moveable, such as: tourism boats, train compartments, caravans and others, which provide comfortable facilities and appropriate services
- Campsite means a place of temporary accommodation in an aesthetic nature tourism site where tourists may rent tents and which provides basic comfortable facilities;
- Tour guide means a person who provides services to tourists to travel to different tourism sites and who has the duty to accurately explain, tell, [and] give information and knowledge to tourists on these tourism sites and provide other services as described in the agreed programme;
- Restaurant means a place which provides food and beverage services, while assuring the beauty, cleanliness and safety of the location, [assuring] quality and safe food, and assuring a certain class and standard of services;
- Tourism resources means the tourism potential occurring in nature or manmade;
- Tourism site means tourism potential that has been developed into a tourism site which can attract tourists to visit;
- Tourism industry means the systematic and complete provision of services to domestic and foreign tourists, including: transport



business, tourism sites, guided tours, temporary accommodations, food, souvenirs, exhibitions, festivals, cultural events, ceremonies and others, by using labour, investment, highly-skilled professionals<sup>6</sup>, modern technology, proper planning, and systematic marketing and organisation.

#### **Article 4. State Policy towards Tourism**

The State centrally and uniformly administers the conservation, protection and development of cultural, historical, [and] nature tourism throughout the country in a sustainable manner and with the participation of the community.

The State considers tourism to be a component of the national economy and promotes production and services that enhance the export reputation, create employment, generate income.

The State and society promote the advertising of activities, festivals, cultural events, ceremonies, fine national traditions and the heroic heritage of the multi-ethnic Lao people, in order to promote domestic tourism and attract foreign tourists.

The State attends to the creation of conditions favourable to, and to the protection of the rights and interests of, individuals, and organisations within the country and abroad that invest in the development and promotion of tourism.

#### **Article 5. Principal towards Tourism**

1. In accordance with policy guidelines to develop the socio-economic
2. To ensure peace and security

#### **Article 6. Obligations of Individuals and Organisations**

To promote tourism, individuals and domestic organisations have the obligation to contribute to the conservation, protection, development and promotion of culture, fine national traditions, arts, literature, handicraft with unique characteristics, tourism resources, and the wealth and beauty of national natural resources.

Foreign individuals and organisations entering the Lao PDR have the same duty to contribute to the protection of tourism sites, culture and the fine national traditions of Laos.

#### **Article 7 Scope of Regulation**

This law is used for individuals, government organizations and tourists in upcountry and abroad that has been running the tourism business in lao PDR

#### **Article 8. International Cooperation**

The State promotes international cooperation in tourism to exchange lessons and information, to build and train officials, to attract assistance, to promote investments, and to advertise Lao tourism, in order to promote tourism development and provide an international standard of tourism services.

**Part II**  
**Tourism Resources**  
**Chapter 1**  
**Types of Tourism Resources**

**Article 9. Types of Tourism Resources**

Tourism resources are divided into two types:

- Nature tourism resources;
- Manmade tourism resources.

**Article 10. Nature Tourism Resources**

Nature tourism resources consist of: landscape scenery, cliffs, caves, plateaus, high mountains, volcanoes, flatlands, forests, plants, wild and aquatic animals, insects, flowers, rivers, islands, beaches, ponds, marshes, waterfalls, rapids, hot springs, natural occurrences, and other

**Article 11. Manmade Tourism Resources**

Manmade tourism resources consist of:

- Cultural tourism resources, such as: arts, architecture, ethnologic sites, antiques, anthropologic sites, pagodas, buildings, houses, artistic literature, traditional festivals, cultural events, ceremonies, rites, livelihood practices, others
- Historical tourism resources such as: museums, monuments, houses of worship, the birth places, residences and working places of important people, and battle fields;
- Manmade tourism resources resembling nature, such as: national parks, amusement parks, zoos, and simulated places.

## **Chapter 2**

### **Tourism Resources**

#### **Article 12. Survey and Registration of Tourism Resources**

The State conducts surveys, [and] collects, registers, and summarises information on tourism resources throughout the country.

#### **Article 13. Classification of Tourism Resources**

Tourism resources of the Lao PDR are divided into two levels:

- National level;
- Local level.

#### **Article 14. Tourism Resources at National Level**

Tourism resources at national level are places which have achieved the status of national, regional and world heritage sites, which are highly popular, which are attractive and draw the attention of mass tourists within the country and from abroad to visit, which have become widely known, and which provide adequate infrastructure and comfortable facilities to tourists and important income generation to the tourism industry, such as: Luang Prabang City, Wat Xieng Thong, Pra That Luang, Ho Pra Keo.

#### **Article 15. Tourism Resources at Local Level**

Tourism resources at local level are places that create attractions and draw attention mostly from domestic tourists, that have areas where development can be extended, that provide basic comfortable facilities and that are important for income generation in the locality.

## **Part III Tourism Activities**

### **Chapter 1**

#### **Tourism Advertisement**

#### **Article 16. Purpose**

The purpose of advertisement is to enable citizens to understand the importance of tourism and contribute to the protection and promotion of tourism, to make domestic tourists proud to travel within their home country, to make foreign tourists aware that the Lao PDR.

#### **Article 17. Contents of Advertisement**

Tourism advertisement shall focus on beautiful and outstanding natural resources, on cultural, historical and natural tourism products that have unique national character, and on services, all of which are able to attract and impress tourists.

#### **Article 18. Form and Methods of Advertisement**

Tourism advertisements use the following forms and methods of communication:

- Festivals, cultural events, ceremonies, exhibitions and trade fairs at local, national, regional and international levels;
- State or private mass media communication networks, including domestic and foreign networks;
- Through ceremonies and activities promoting tourism and others;
- Through equipment and publications;
- Through other forms and methods that serve the advertisement and promotion of Lao tourism

## **Chapter 2**

### **Means of Communication about Tourism**

#### **Article 19. Communication Tools**

The State encourages and creates conditions facilitating tourists in their communications within the country and abroad such as: telephone, fax, post, internet and others.

#### **Article 20. Supply of Information**

The concerned agencies shall supply adequate data [and] information on tourism in a timely and systematic manner, about tourism sites, travel, accommodations, restaurants, any permitted or prohibited practices, and others.

#### **Article 21. Warnings and Instructions**

The concerned agencies shall supply data and information, and give notice of emergency situations that have happened or may be happening which may cause adverse effects to tourists or the image of tourism, and shall also give instructions on preventive measures such as: in the case of earthquakes, floods, fires, hurricanes, spread of diseases.



## **Chapter 3**

### **Tourism Transportation**

#### **Article 22. Means of Transportation**

The vehicles transporting tourists include: aeroplanes, cars, boats and other means of transportation based on the needs of tourists.

#### **Article 23. Standard of Transport Vehicles**

Transport vehicles serving tourists shall fulfil assurances of [sufficient] quantity and good quality; the period of use shall meet technical standards; and they shall fulfil assurances of safety, cleanliness and good service.

#### **Article 24. Transport Services**

Transport services provided to tourists shall proceed on the basis of the programme and strictly on time as specified in the transport contract; the provider of transport services to tourists shall be in good health, have good people skills,<sup>13</sup> have received basic training in tourism, shall be highly responsible and have at least three years' experience.

## **Chapter 4**

### **Places of Temporary Accommodation**

#### **Article 25. Types of Places of Temporary Accommodation**

Places of temporary accommodation include the following types: hotels, guesthouses, resorts, motels, campsites, tourist boats, caravans and other places of temporary accommodation supplying rooms to tourists and other necessary services.

#### **Article 26. Levels of Places of Temporary Accommodation**

Places of temporary accommodation have different levels, and the classification of levels aims to determine the standard and quality of places of temporary accommodation and to provide a variety of options to tourists.

The classification and decoration of places of temporary accommodation shall be determined by special regulations.

#### **Article 27. Accommodation Services**

Accommodation services shall fulfil assurances of quality, comfort, safety and cleanliness.

Providers of accommodation services shall have received certain professional training relating to accommodation services, have good people skills, be gentle, honest, friendly, and cheerful.

## **Article 28. Determination of Fees for Temporary Accommodation**

The fees for temporary accommodations shall be reasonable, [and] suitable to the level or standard of such accommodations. Tourists and concerned agencies shall be given advance notice, in an adequate and timely manner, of any change in the fees for accommodations, together with reasons.

## **Chapter 5**

### **Food, Beverages and Entertainment**

#### **Article 29. Food and Beverages**

Food and beverages provided to tourists shall meet assurances of quality, safety, and cleanliness consistent with the sanitary measures specified in the Law on Foods.

In order to provide tourists with multiple options, menus of food and beverages should indicate the prices.

#### **Article 30. Food and Beverage Spots**

Food and Beverage Spots consist of: restaurant, garden restaurant and others.

#### **Article 31. The Ranking of Food and Beverage Spots**

The ranking of food and beverage spots are to define standard, quality of food, beverage and service for tourists.

#### **Article 32. Food and Beverage Prices**

Food and Beverage Prices must have the suitable prices

#### **Article 33. Entertainment**

Entertainment consists of: playing music, artistic performances, dances, singing songs and folksongs, playing international music, and others, which display the unique culture and fine national traditions of the Lao PDR.

## **Chapter 6**

### **Entertainment and Health Promotion**

#### **Article 34. Types of Entertainments**

Types of entertainments consist of: karaoke, lounge, bar, concert and others.

#### **Article 35. Entertainment Spots**

Entertainment spots consist of: hotel, restaurant and others

#### **Article 36. the Ranking of Entertainment Spots**

Define the standard of creation, cleanliness, safety, quality of services and others

#### **Article 37. Entertainment Services**

To ensure the safety and comfortable to no disturb individuals and others

### **Article 38. Health Promotion**

Health promotion may be arranged in places of temporary accommodation or other places.

### **Article 39 Health Promotion Services**

Health promotion services must ensure the safety and comfortable.

## **Chapter 7**

### **Souvenirs**

#### **Article 40. The Importance of Souvenirs**

Souvenirs are items that bring back good memories to tourists in respect of the artists, cultures, history, and traditions of Laos, and which display the precision, beauty and skills of the multi-ethnic Lao people.

#### **Article 41. Types of Souvenirs**

There are many types of souvenirs, such as: gold and silver jewellery, wickerwork, weave designs (such as laichok and matmee), needlework, decorated items, carved items, paintings, pottery, music instruments, and others, which are made with precision and reflect the fine culture, traditions, and livelihood of the multi-ethnic Lao people.

#### **Article 42. Place for Exhibition of Souvenirs**

Souvenirs shall be displayed and sold at places of temporary accommodation, and at locations where tourists pass by, that are properly decorated, clean and beautiful. Souvenirs shall mostly be domestic products.

## **Chapter 8**

### **Safety**

#### **Article 43. Safety Measures**

Tourism services shall fulfil assurances of safety to the life, health and property of tourists. Service providers shall have safety measures and technical standards consistent with standards and measures issued by the relevant sectors.

#### **Article 44. Tourist Police**

Tourist Police has been set up in the center and local areas to facilitate tourists and entrepreneurs.

#### **Article 45. Insurance**

To assure the recovery of damages which tourists may incur, service providers shall maintain insurance as described in the Law on Insurance of the Lao PDR.

## **Chapter 9**

### **Guided Tour Services**

#### **Article 46. Types of Guided Tour Services**

Guided tour services are divided into three types as follows:

- Trans-national guided tours;
- Domestic guided tours;
- Guided tours for specific areas.

#### **Article 47. Trans-national Guided Tours**

A trans-national guided tour is the service of introducing tourists into the country or guiding tourists to other countries for the purpose of tourism.

#### **Article 48. Domestic Guided Tours**

A domestic guided tour is the service of guiding tourists within the Lao PDR and travelling in the country.

#### **Article 49. Guided Tours for Specific Areas**

A guided tour for a specific area is the service of guiding tourists in any specific tourism site of the Lao PDR

#### **Article 50. The Conduct of Guided Tour Services**

Guided tour services shall be conducted in accordance with the determined plan, programme, schedule, standard and quality of the relevant guided tour.

#### **Article 51. Fees for Guided Tours**

The fees for guided tours shall be reasonable for the programme, schedule, standard and quality of the tour. Any change in agreed prices or programme for any reason shall require the consent of the tourists.

## **Chapter 10**

### **Tour Guides**

#### **Article 52. Types and Levels of Tour Guides**

Tour guides consist of two types: tour guides employed by a tour company and tour guides not employed by a tour company.

These two types of tour guides are divided into three levels: national tour guides, provincial tour guides and tour guides for a specific area.



### **Article 53. Standard of Tour Guides**

Tour guides shall meet the following main standards:

- Be Lao citizens, and reside in the Lao PDR;
- Be at least 18 years of age;
- Have received officially recognised training in tourism and possess tour guide identity cards;
- Have diploma of tour guide identity
- Have knowledge, capability [and] experience in guiding tourists, especially in geography, history, and foreign languages, and have knowledge in providing basic first aid;
- Have good attitude, good people skills, good behaviour, and be gentle;
- Be in good health, and have no communicable diseases.

### **Article 54. Rights and Duties of Tour Guides**

Tour guides shall have the following main rights and duties:

- To guide the tourists visiting cultural, historical and nature tourism sites that are open to tourists;
- To assure the safety of tourists, and help them when necessary;
- To respect the consumers of their services, laws and the local traditions, where the tour is conducted;
- To tell and explain the historical background of the tourism sites
- To coordinate with the concerned agencies in the performance of their duties;
- To exercise such other rights and perform such other duties as prescribed by laws and regulations.

## **Part IV**

### **Tourists and Entry-Exit**

#### **Chapter 1**

#### **Tourists**

### **Article 55. Types of Tourists**

Tourists are divided into two groups, namely:

- Domestic tourists;
- International tourists.

### **Article 56. Domestic Tourists**

Domestic tourists are those tourists who are Lao citizens, aliens, apatrids, or foreign individuals residing in the Lao PDR touring within the country.

### **Article 57. International Tourists**

International tourists are the foreign tourists, Lao citizens residing abroad who travel as tourists into the Lao PDR or Lao citizens, aliens, apatrids or foreign individuals residing in the Lao PDR who are on tour to other countries.

## **Article 58. Rights and Duties of Tourists**

Tourists have the following main rights and duties:

- To travel through a tour company or by themselves;
- To select a whole package tour or to use part of the tour provided by a tour company;
- To receive facilitation for entry into and exit from the country and [to receive facilitation during their] travels;
- To receive permission and tax exemption on personal items that they bring into and out of the Lao PDR as regulated by the laws;

## **Chapter 2**

### **Entry and Exit of Tourists into and out of the Country**

#### **Article 59. Entry and Exit Permit**

Tourists planning to travel to the Lao PDR shall use their passports, border passes or travel permits, as specified by the regulations of the Lao PDR.

The concerned authorities, as appropriate at each border checkpoint, shall arrange suitable places, and shall administer, inspect, and coordinate with concerned agencies, to facilitate, provide prompt services to, and serve with friendly attitudes tourists who enter and exit the country.

#### **Article 60. Border Checkpoint**

Tourists travelling into the Lao PDR shall enter and exit through the determined borders and shall fully comply with procedures for entry and exit.

#### **Article 61 Travel within the Country**

Tourists who hold passports, border passes, or travel permits, are allowed to travel to places within the country as regulated.

All concerned authorities shall facilitate tourists travelling within the country, and amend regulations which are not consistent with this<sup>17</sup> and which cause difficulties to tourists when they travel and visit tourism sites.

**Part V Tourism  
Development**

**Chapter 1**

**Planning of Tourism Development**

**Article 62. Levels of Tourism Development Plans**

Tourism development plans are contained in long-term, medium-term and short-term plans, which shall be classified as follows:

- National Strategic Tourism Development Plan;
- Regional tourism development plans;
- Provincial tourism development plans;
- District tourism development plans;
- Development plans for tourism sites.

**Article 63. Principles of Planning**

Tourism planning shall be based on the following basic principles:

- Be based on potential resources and consistent with national and local socio-economic development plans;
- Follow policy directions on cultural, historical and nature tourism with the participation of the community;
- Assure sustainability in connection with the protection of the natural environment, and Lao social and fine traditions;
- Encourage and promote domestic producers to supply the needs of tourists;
- Focus on the promotion of domestic tourism and international tourism;
- Target outstanding areas, including the promotion of new tourism products that are competitive in the region and the world.
- The development of facilities and human resources

**Article 64. The Contents of Tourism Development Plans**

Tourism development plans shall define the primary contents, purposes, objectives, development goals, assessments and analyses of potential resources, conditions of the tourism market, [and] the outcomes and impacts on the economy, society, culture and the environment, including determination of methods, regulations and measures for implementation.

## **Chapter 2**

### **Development of Tourism Sites**

#### **Article 65. Procedures for the Development of Tourism Sites**

Procedures for the development of tourism sites consist of: surveying, planning, dividing and allocating areas for tourism sites, designing tourism sites, investing in the construction of tourism sites, and summarising<sup>1</sup> the history of tourism sites.

#### **Article 66. Allocation of Tourism Sites for Development**

Tourism sites shall be allocated for development based on the potential of the tourism resource and favourable conditions for tourism.

The development of tourism sites is divided into three categories:

conservation areas, reserved areas and tourism services areas.

#### **Article 67. Conservation Areas**

Conservation areas are areas that are not allowed to be destroyed, build and modify.

#### **Article 68. Protected area conservation**

Protected area conservation consist of: point of view, camping and other.

#### **Article 69. Tourist service area**

Tourist service areas are designed to provide convenience for tourists.

#### **Article 70. Regulations on Administration of Tourism Sites**

The regulations on the administration of tourism sites consist of two types: general administrative regulations and specific administrative regulations.

General administrative regulations shall have main contents relating to the conservation and protection of tourism sites and the environment, the maintenance of security and social order, land use and construction.

Specific administrative regulations contain regulations on each tourism site and shall be consistent with general administrative regulations.

## **Chapter 3**

### **Tourism Cities**

#### **Article 71. Conditions for Tourism Cities**

A tourism city is a popular city for mass tourist visits, which shall meet the following main conditions:

- Cultural, historical or nature tourism resources that attract tourists exist within [the city] or its suburbs;
- The city maintains social order, security and safety;
- The city has basic infrastructure and is able to develop further;
- Tourism business is an important part of the economic structure of the city, where major revenue comes from tourism.



## **Article 72. Development of Tourism Cities**

In a tourism city, socio-economic development shall give priority to tourism development.

The development of a tourism city shall focus on the promotion of investment, the development of infrastructure, other facilities and human resources, the creation of awareness of tourism among citizens, land use, and the development of a clean, beautiful and orderly city to attract tourists.

## **Article 73. Administration of Tourism Cities**

A tourism city shall have specific administrative regulations aiming to protect, conserve and develop the tourism resources, and the socio-cultural and natural environment.

The administration of tourism cities is separately regulated.

## **Chapter 4**

### **National Tourism Fund**

#### **Article 74. Purpose of the Fund**

The National Tourism Fund is established for the development and promotion of tourism, in particular: development of human resources, development of facilities for tourism, promotional advertising, marketing and administration of tourism, and for the performance of obligations.

#### **Article 75. Sources of Funds**

The National Tourism Fund is obtained from the State budget, contributions of domestic and foreign individuals and organisations, revenues from tourism activities, [such as]: food fairs, tourism trade fairs, exhibitions and other income.

#### **Article 76. Administration and Use of the National Tourism Fund**

The administration and use of the National Tourism Fund shall comply with the purposes prescribed in Article 60 of this law.

The government shall issue regulations on the administration and use of such fund.

## **Part VI Tourism Business**

#### **Article 77. Activities Relating To Tourism Business**

Activities relating to tourism business consist of:

- The tourism site business;
- The guided tour business;
- The tourist transport business
- The temporary accommodations business;
- The restaurant business;
- The tourism training business;
- The tourism consultancy business;
- The entertainment business;
- The souvenir business, and others.

## **Article 78. Establishment and Operation of Tourism Business**

Domestic individuals and legal entities intending to establish an enterprise to operate a tourism business shall comply with the following main requirements:

### **1. Individuals:**

- Shall be 18 year olds
- Shall have the capacity to act;
- Shall have never been criminally punished;

### **2. Legal Entities:**

Domestic legal entities that are business units:

- Shall possess lawful business licenses;
- Must have an office in the Lao PDR;
- Shall have performed obligations owed to the State in accordance with the laws and regulations.

Other legal entities shall get special permission from concerned authorities.

Foreign individuals or organisations have the right to establish an enterprise to conduct tourism business activities in the Lao PDR, mainly: hotels, resorts, restaurants, [and] tourism sites. For the business of trans- national guided tours, the State permits foreign legal entities to jointly invest with domestic investors.

## **Article 79. Rights and Duties of Tourism Enterprises**

Tourism enterprises shall have the following main rights:

- To freely conduct their business in accordance with the laws;
- To have their legitimate rights and benefits protected by the laws;
- To participate in activities of tourism business associations;
- To determine the fees for tourism services consistent with the condition and standard of their services.

Tourism enterprises shall have the following main duties:

- To strictly respect and comply with the laws, in particular the laws and regulations relating to tourism;
- To protect and maintain the natural environment, society, fine national traditions, cleanliness, safety and social order;
- To keep enterprise accounts and strictly perform obligations owed to the State, including collecting fees from tourists and remitting them to the National Tourism Fund.

## **Part VII**

### **Prohibitions Relating to Tourism**

## **Article 80 Establishment of Tourism Business Associations**

Government permits establishment of tourism business associations to strengthen strong in implementation and active business activities

## **Article 81 The role of the Tourism association**

It has a role to combine business units in Lao PDR

Both the public and the private sector are strengthened and improve the quality of service.

## **Article 82 Rights and Duties of Tourism Association**

Research, Conducting tourism business in contravention of the laws, regulations or fine national traditions.

## **Part VIII**

### **Prohibition**

#### **Article 83. Prohibitions on Persons Conducting Tourism Business**

The main prohibitions on persons conducting tourism business are as follows:

- Conducting tourism business that is against the sovereignty, prosperity and security of the nation or against social order;
- Creating or implementing tourism projects that are inconsistent with the tourism development plan or that cause harmful effects to tourism resources, the environment or landscape scenery;
- Seeking unlawful benefits from tourists;
- Conducting tourism business without a license;
- Transferring or leasing the tourism business license to unqualified persons.

#### **Article 84. Prohibitions on Individuals and Organisations**

Individuals and organisations are prohibited from undertaking the following acts:

- Destroying tourism resources, or the beauty of the environment connected to tourism;
- Creating obstructions in tourism sites or making tourism sites dirty;
- Encroaching, occupying or constructing in areas with tourism resources without permission.

## **Part VIII**

### **Administration and Inspection of Tourism**

#### **Chapter 1**

#### **Administration**

## **Article 85 Types of Conflict Resolving**

1. Compromise and mediation
2. Administrative resolution
3. Administrative resolution
4. Judgement of the court
5. International resolution

## **Article 86. Compromise and mediation**

In the case of controversies about national heritage, the case can be resolved by compromise or mediation

## **Article 87. Administrative resolution**

In the case of controversies about national heritage, the parties must negotiate in correctly with relevant sectors.

## **Article 88. Administrative resolution**

In the case of controversies about tourism business in national heritage, the parties are able to offer to the relevant sectors.

## **Article 89. Judgement of the court**

In the case of controversies about national heritage, the parties are able to offer to the court

## **Article 90. International resolution**

In the case of controversies about national heritage is able to decree and negotiate in the agreement contract.

## **Part X**

### **Administration Authorities and Inspection of Tourism**

#### **Article 91. Tourism Administration Authorities**

The government centrally and uniform administers tourism throughout the country by delegating authority to the National Tourism Authority as the focal point of such administration in coordination with relevant sectors and local authorities.

The tourism administration authorities consist of:

- The National Tourism Authority;
- Tourism divisions at the provincial or city level;
- Tourism offices at the district or municipal level.
- Village cluster levels

## **Article 92. Rights and Duties of the National Tourism Authority**

- To conduct research on policies, strategies, plans and projects for the development of tourism throughout the country and to propose to the government for consideration;
- To coordinate with other concerned agencies in determining plans on the protection, conservation, restoration, development and promotion of tourism throughout the country;
- To conduct research on policies and administrative regulations relating to the development and promotion of tourism and to propose to the government for consideration;
- To supervise, encourage, and monitor the implementation of policies, plans, projects, laws and regulations on tourism;
- To determine the conditions, and standards for each type of tourism business for effective operations;
- To determine the standards for classifying temporary accommodation businesses and restaurants, in conformity with professional and international standards;
- To organise and promote capacity building, training, and upgrading of human resources in the State and private sectors that are active in the tourism sector to meet a certain level of capacity in providing services to tourists;
- To improve the organisational structure to strengthen the tourism sector, and to administer and deploy officials and civil servants so as to meet assurances of quantity, quality and efficiency, aiming to serve the needs [of the tourists] from time to time;
- To administer and use the National Tourism Fund in a planned and effective manner;
- To coordinate with relevant sectors on tourism activities, particularly on: the survey and gathering of data and information, research, allocation of tourism sites, licensing of tourism business, and facilitating tourists;
- To coordinate with other relevant sectors at its level in the administration, warning, imposing of fines, suspension or proposal for termination of tourism businesses;
- To sign agreements, protocols, or memoranda for cooperation with foreign countries and international organisations, and to organise or participate in international conferences on tourism as approved by the government;
- To regularly report to the government on the implementation of its duties in the administration, development and promotion of tourism;
- To exercise such other rights and perform such other duties as regulated by the laws and regulations or as assigned by the government.

## **Article 93. Rights and Duties of Tourism Divisions**

The tourism divisions at the provincial or city level have the following main rights and duties:



- To implement plans, laws, regulations and orders on the administration and development of tourism issued by the National Tourism Authority;
- To actively coordinate with other concerned agencies in the survey and collection of data and information, and in the registration of cultural, historical and nature tourism sites in their responsible areas, including planning for protection, conservation, restoration and development;
- To coordinate with other concerned agencies in considering applications for the establishment of tourism businesses
- To organise training of human resources on tourism activities
- To coordinate with other concerned sectors at their levels in the administration, warning, imposing of fines, suspension or proposal for termination of tourism businesses;
- To regularly report to the National Tourism Authority and to the provincial administrations on the implementation of their duties on the administration, development and promotion of tourism;
- To cooperate with foreign countries relating to tourism activities as assigned by their higher authorities;
- To exercise such other rights and perform such other duties as regulated by the laws and regulations or as assigned by the National Tourism Authority.

#### **Article 94 Rights and Duties of District Information, Cultural Tourism**

- To implement plans, laws, regulations and orders on the administration and development of tourism issued by the National Tourism Authority;
- To actively coordinate with other concerned agencies in the survey and collection of data and information, and in the registration of cultural, historical and nature tourism sites in their responsible areas, including planning for protection, conservation, restoration and development;
- To coordinate with other concerned agencies in considering applications for the establishment of tourism businesses
- To organise training of human resources on tourism activities
- To coordinate with other concerned sectors at their levels in the administration, warning, imposing of fines, suspension or proposal for termination of tourism businesses;

#### **Article 95 Rights and Duties of Village Authorities**

The sectors and all levels of local authorities that are related to tourism have the right and duty to coordinate with the tourism sector in the administration, development and promotion of tourism in village cluster levels.

#### **Article 96. Rights and Duties of Concerned Agencies**

The sectors and all levels of local authorities that are related to tourism have the right and duty to coordinate with the tourism sector in the administration, development and promotion of tourism in accordance with their mandates, in order to enable tourism in the Lao PDR to expand and to increasingly attract domestic and foreign tourists.

## **Chapter 2**

### **Inspection**

#### **Article 97. Inspection Authorities**

1. The tourism inspection authorities are the same as the tourism administration authorities described in Article 91 of this law.

#### **Article 98. Rights and Duties of Inspection Authorities**

- To monitor the implementation of strategies, policies, plans, projects, laws and regulations relating to tourism;
- To inspect the activities of tourism businesses, mainly: to examine documents and undertake on-site inspections;
- To inspect and deal with the proposals of individuals or organisations on tourism activities;
- To impose sanctions on persons violating laws and regulations on tourism;
- To coordinate with other concerned agencies on the work of tourism inspection;

#### **Article 99. Forms of Inspection**

There are three forms of inspection, as follows:

- Regular systematic inspection;
- Inspection following an advance notice;
- Emergency inspection.

Regular systematic inspections are inspections which are carried out according to plans, on a regular basis and at a specified time, which shall be performed at least once a year.

An inspection following an advance notice is an inspection that is conducted when it is necessary, by giving prior notice to the persons responsible for the administration or operation of the tourism business at least twenty-four hours in advance.

## **Part IX**

### **Policies Towards Persons with High Achievements and Measures Against Violators**

#### **Article 100. Policies Towards Persons with High Achievements**

Individuals or organisations with outstanding performance in the implementation of this Law on Tourism may receive awards and other benefits, as appropriate.

#### **Article 101. Measures Against Violators**

Individuals or organisations that violate provisions of this law shall be re-educated, warned, fined or punished according to the laws, as determined on a case by case basis.

## **Part X Final Provisions**

#### **Article 102. Implementation**

The government of the Lao PDR is entrusted to implement this law.

#### **Article 103. Effectiveness**

This law shall come into force after ninety days from the date of the promulgating decree issued by the President of the Lao People's Democratic Republic.

The President of National Assembly



LAO PEOPLE'S DEMOCRATIC REPUBLIC  
PEACE INDEPENDENCE DEMOCRACY UNITY PROSPERITY

\*\*\*\*\*

National Assembly

Ref No.44/NA

Vientiane Capital Dated: 24 December 2013

## Law on National Heritage

### Part I

#### General Provisions

##### Article 1 (Amended) Purpose

The Law on National Heritage determines the principals, regulations and measures for the administration, use, protection, conservation, restoration, and rehabilitation of the national heritage, and also determines the rights and duties of state, social organisations and individuals to preserve the value of national cultural, historical and natural heritage.

##### Article 2 (Amended) National Heritage

National Heritage refer to items produced by mankind or formed by nature that have outstanding cultural, historical or natural value.

National Heritage consists of cultural, historical and natural heritage existing in the form of tangible objects, intangible items, moveable or immoveable property.

##### Article 3 Use of Terms

The terms used in this law shall have following meanings:

1. National cultural and historical heritage means tangible objects, intangible items, moveable property and immoveable property which are of high outstanding value from the point of view of culture, history, science or technology, thereby becoming national property, and which have been inherited from generation to generation in different eras;
2. National natural heritage means the heritage formed by nature which is of outstanding value from the point of view of landscape scenery, biodiversity of a pure, original nature, [and] aesthetics.

3. National icons means tangible objects, intangible items, moveable property and immovable property which are special, rare, and unique to the nation from the point of view of culture, history, and nature;
4. Historical trails means the sites, architectural works, and archaeological sites with archaeological objects, which are of high outstanding value from the point of view of culture, history and science;
5. Archaeological objects means the tangible products created by mankind evidencing the historical evolution of mankind's society;
6. Sources of archaeological objects means is something made or given shape by humans, such as a tool or a work of art, especially an object of archaeological interest.
7. archaeological objects and historical evidence are founded in a homogeneous group;
8. Replica means a newly created object which is copied from an ancient object, which has similar characteristics, features, dimensions, colors, patterns, decorations and other specifications that are identical to the original pattern;
9. Architectural works means artistic structures, which are outstanding from the point of view of culture and history, relating to ethnic livelihood practices, ancestors and national heroes;
10. Protection of the national heritage means the protection from theft, destruction, burning, natural causes of damage or illegal use;
11. Conservation of the national heritage means preserving the cultural, historical or natural value, the trails, and the colors of national heritage against loss or deterioration;
12. Restoration of the national heritage means the process of maintaining and protecting the forms, patterns and original details of buildings, and structures in accordance with a certain era by adding or recovering the missing parts to the originals;
13. Rehabilitation of national heritage means restoration, or new construction in order to return historical cultural objects or structures, or natural scenery to its original condition and unique character;
14. Heritage sites means archaeological, anthropological, monumental, natural, and architectural places, which are of outstanding value from the point of view of culture, history, science or technology, and scenery, which have been inherited from generation to generation;
15. Anthropological places means places, which are sacred to the people, relating to their religions, traditions and historical trails;
16. Monuments means places that are memorials to glorious ancestors and the heroic liberation movements and struggle of the multi- ethnic Lao people in the protection and development of the nation, serving to remind future generations;
17. Museums means places for restoring, conserving and exhibiting articles relating to culture, history, nature, science and society for domestic and foreign research, education, study tours, and tourism;
18. Precious property means highly valuable, outstanding and rare property.



#### **Article 4. (Amended) State Policy on National Heritage**

Socio-economic development shall proceed side by side with protection and conservation of the national heritage.

The State promotes and creates the condition for individuals

The State promotes research, innovation and advancement regarding national heritage, and publicizes the national and public value of national heritage.

#### **Article 5 (New) Primary Principals on National Heritage**

1. Analysis and STUDY
2. Administration, protection and conservation
3. Restoration and rehabilitation
4. Resolve conflict and ensure transparency
5. Enhance the value of national heritage

#### **Article 6 (Amended) Obligation of Citizens**

Lao citizens, aliens, and apatriids residing in the territory of the Lao PDR shall have the obligation to participate in the protection, conservation, restoration and rehabilitation of the national heritage.

Foreigners, and tourists entering the Lao PDR shall have the same obligation to participate in the protection and conservation of the national heritage.

#### **Article 7 (New) Scope of Law Application**

This law apply for individual and other government organization

#### **Article 8 (amended) International Cooperation**

The State has a policy to promote international relations and cooperation regarding national heritage in the exchange of lessons.

## **Part II**

### **National Heritage**

#### **Chapter 1**

### **Cultural Heritage**

#### **Article 9 Types of Cultural Heritage**

Cultural heritage consists of:

- Cultural heritage in tangible objects
- Cultural heritage in intangible items

#### **Article 10 (amended) Cultural Heritage in Tangible Objects**

The cultural heritage in tangible objects refers to item of tangible heritage which are of high outstanding value from a cultural point of view including in the form of movable or immoveable property with unique character.

#### **Article 11 Cultural Heritage in Intangible Items**

The cultural heritage in intangible items refers to items of intangible heritage which are of high outstanding value from a cultural point of view, such as: local innovation, knowledge, public philosophies, beliefs, fine traditions which are expressed in livelihood practices, social behavior, languages, alphabets, numbers, scripts, legends, novels, proverbs, poems, traditional music, traditional dances, songs, melodies, folk songs, formulas of traditional medicine and others which are inherited from generation to generation.

## **Chapter 2**

### **Historical Heritage**

#### **Article 12. Types of Historical Heritage**

**Historical heritage consists of two types:**

- Historical heritage in tangible objects
- Historical heritage in intangible items

#### **Article 13 Historical Heritage in Tangible Objects**

The historical heritage in tangible objects refers to items of tangible heritage which are of high outstanding value from a historical point of view, including in the form of moveable or immoveable property, namely: places of worship, sacred buildings, military equipment, tools, foods, consumer goods, documents of record, historical sites such as: places of liberation and struggle of the people, heroic ancestors and revolutionary leaders, battle fields, and monuments.

#### **Article 14 Historical Heritage in Intangible Items**

The historical heritage in intangible items refers to items of conceptual heritage which are connected with the history in different eras and generations, such as: ideas, theories, ideologies which express love for the nation and unyielding bravery.

## **Chapter 3**

### **Natural Heritage**

#### **Article 15 Types of Natural Heritages**

Natural heritages consists of two types:

- Natural heritage having scenic value
- Natural heritage having scientific or ecological value

### **Article 16 Natural Heritage Having Scenic Value**

Natural heritage having scenic value refers to heritage areas which have outstanding aesthetic value, or are pure in biodiversity, namely: national conservation forests, biodiversity conservation areas, natural caves, waterfalls, rapids, cascades, streams, islands, mountains, cliffs, and others...

### **Article 17 Natural Heritage Having Scientific, or Ecological Value**

Natural heritage having scientific or ecological value refers to heritage areas which have precious natural value, and which are significant, and outstanding from the point of view of geology, biology, and geography.

## **Part III**

### **Levels of National Heritage**

#### **Chapter 1**

#### **Levels of Cultural and Historical National Heritage**

#### **Article 18. Level of Cultural and Historical National Heritage**

The cultural and historical national heritage is divided into four levels:

- Local level
- National level
- Regional level
- World level

#### **Article 19 Local Level**

Cultural and historical heritage at local level refers to items of heritage which are of outstanding local value situated in that local area.

#### **Article 20 National Level**

Cultural and historical heritage at the national level refers to items of heritage which have become the heritage of the national community, such as: Thatluang, Wat xienthong, and others.

#### **Article 21 Regional Level**

Cultural and historical heritage at the national level refers to items of heritage which have become the heritage of the national community, outstanding, which have been adopted by concerned regional organizations such as: Thatluang, Wat xienthong, and others.

## **Article 22 World Level**

Cultural and historical heritage at the national level refers to items of heritage which have become the heritage of the national community, outstanding and which have been adopted by the United Nation Educational, Scientific, and Cultural Organization such as: Thatluang, Wat xienthong, and others.

## **Chapter 2**

### **National Icons**

#### **Article 23 The Important of National Icons**

National icons include items of national heritage which are special, rare and unique to the nation, which the State shall pay attention to protect and conserve for sustainable existence with the country.

#### **Article 24 Types of National Icons**

National icons are classified into tangible objects, intangible items, moveable property immoveable property, such as: That Luang Vientiane, Hor Pha Keo, and others...

## **Part IV**

### **Administrative Regulations, Use, Protection, Conservation, and Restoration of Cultural and Historical National Heritage**

#### **Chapter 1**

#### **Administrative Regulations on National Cultural and Historical Heritage**

##### **Article 25 Administrative Regulations**

The State centrally and uniformly administers the national cultural and historical heritage throughout the country, including those items in the representative offices of the Lao PDR abroad.

##### **Article 26 Registration**

Item of national cultural and historical heritage which are possessed by individuals or organization shall be registered. For registration in accordance with the following regulations:

1. National heritage at the local level shall be registered with the information and culture divisions at provincial or city level
2. National heritage at the local level shall be registered with the Ministry of Information and Culture
3. National heritage at the local level shall be registered with the concerned international organizations based on the proposal of the government of the Lao PDR
4. National heritage that is in the possession of the representative offices of the Lao PDR

5. National heritage which are national icons shall be registered with the Ministry of Information and Culture

#### **Article 27 (New) Procedure of the registration**

1. Apply for registration
2. Considerate for registration
3. Collect of registration documents
4. Transition and eradication

#### **Article 28 (New) Registration**

Individual or juristic person, Organization for Applications must be submitted to the information, cultural and tourism.

#### **Article 29 (New) Consideration of registration**

Upon receive of the application from relevant sectors. registration must be considered maximum not exceeding ninety days from the date of application.

#### **Article 30 (New) Registration Document Storage**

Registration documents on all national heritages Must be kept well and with a separate storage room.

#### **Article 31 (New) Transition, Eradication and Opposition of Registration**

For individuals who find that the registration is invalid It can have rights to the relevant sectors.

#### **Article 32 Replicas**

A replica is a new object created by copying the pattern, colour, and design of the original heritage item.

The replication of items of national heritage which are national icons and national heritage at the national level shall be approved by the Ministry of Information and culture.

#### **Article 33 New Creations**

Individuals and organizations intending to create monuments or sculptures of their ancestors, leaders, or national heroes, shall obtain approval from the government.

#### **Article 34 Exhibition**

There are three main types of exhibition of national heritage:

- Exhibitions open to the public
- Exhibition for the purpose of obtaining contributions for the protection and restoration of the national heritage
- Exhibition for commercial purpose



### **Article 35 Seen and Discovered**

Individuals or organizations that, during the conduct of any activities, see any national heritage shall immediately report to the local administrations and the concerned information and culture sector, and shall suspend such activities until approval for continuation is granted

### **Article 36 Research and Analysis**

The State promotes domestic or foreign persons or organizations to conduct research and analysis on the national cultural and historical heritage by granting different policies

The research and analysis of such national heritage shall require approval from the information and culture sector.

### **Article 37 Export for Analysis**

The export to other countries for analysis of parts or objects that are the national cultural and historical heritage that are of high value, shall require the approval of the government.

### **Article 38 Import, Display or Distribution**

The import, display or distribution of cultural products of other countries shall be examined and approved by the information and culture sector.

### **Article 39 Transfer**

The ownership of items of national cultural and historical heritage which are registered may be transferred or licensed to other people.

### **Article 40 Purchase and Sale**

Any individual or organization intending to purchase or sell any item of national cultural and historical heritage shall obtain approval from the information and culture sector.

### **Article 41 Succession**

Items of national cultural and historical heritage which are registered may be transferred by inheritance, provided that the successor shall notify the information and culture sector where the item of national heritage is registered within sixty days from the date of succession.

## **Chapter 2**

### **Regulations on the Use of Cultural and Historical National Heritage**

#### **Article 42 Purpose of Use**

The use of national cultural and historical heritage has the following purposes:

1. As the basis for national prosperity, as the driving force for social expansion
2. To educate citizens to love their nation, to be unified and proud of historical efforts, to be creative
3. To increase the wealth of the store of national cultural and historical heritage
4. To promote the tourism industry

5. To integrate with world conservation activities
6. To conduct research or archaeological science, history and others

#### **Article 43 Regulations of Use**

The use of national cultural and historical heritage shall be in accordance with the purpose and shall be in an effective and sustainable manner

### **Chapter 3**

## **Regulations on the protection, Conservation, Maintenance and Restoration**

### **of National Cultural and Historical Heritage**

#### **Article 44 Protection and Conservation of National Cultural and Historical Heritage in Tangible Objects**

The protection and conservation of national cultural and historical heritage in tangible objects shall be carried out as follows:

1. Individuals or organization that are responsible for the national heritage object shall assess the effect of damage to the national cultural and historical heritage and determine preventive measures
2. Individuals and organizations intending to pursue socio-economic development, in particular industrial, agricultural and infrastructural development

#### **Article 45 Protected Area of Heritages Sites**

The protected area of heritage sites is generally divided into four zones:

- Zone 1 is the central area
- Zone 2 is the area surrounding the central area
- Zone 3 is the protective area
- Zone 4 is the administrative area

#### **Article 46 Protective Measures for Heritage Sites**

The responsible authorities shall pay attention to monitor the cases where it is discovered that the national heritage has been encroached on, destroyed or damaged by human or natural causes.

#### **Article 48 Procedures for Maintenance, Restoration and Rehabilitation**

The maintenance, restoration and rehabilitation of national cultural and historical heritage shall be carried out as follows:

1. There must be a specific enterprise or enterprises, which are lawfully registered
2. The performance of work shall be approved by the heritage administrative agency
3. The original character of the items of heritage shall be maintained

## **Part V**

### **Regulations on the Administration, Use, Protection, Conservation,**

### **Restoration and Rehabilitation of Natural National Heritage**

#### **Chapter 1**

#### **Regulations on the Administration of National Natural Heritage**

##### **Article 50 Regulation on administration of National Natural Heritage**

The State centrally and uniformly administers areas of national natural heritage within the country by registering them

The State protects the property and copyrights

##### **Article 51 Registration of National Natural Heritage**

Areas of national natural heritage shall be registered, in particular the areas which contain heritage of high value and outstanding things, such as: biodiversity protected areas, conservation forests, wetlands, and caves that have natural value.

##### **Article 52 Regulations on the Administration of Sources of Biodiversity**

Sources of biodiversity which are national natural heritage, such as: wetlands, ponds, and marshes, shall be administered by inspection and registration, as proposed by the concerned sectors.

##### **Article 53 Regulation on the Administration of Conservation Forests**

Conservation forests that have been registered as national natural heritage shall be administered for the purpose of protecting nature in a sustainable and rich manner

##### **Article 54 Regulations on the Administration of National Parks**

National parks, which are full of richness in respect of the ecosystem and their clean and aesthetic attraction, and which have become national natural heritage shall be administered as places for relaxation and for domestic and foreign tourist.

##### **Article 55 Regulations on the Administration of Natural Landscape Scenery**

Areas with natural landscape scenery, which are of value from the point of view of natural and aesthetic scenery and are outstanding, including mountains, cliffs, forests, rivers, streams, waterfalls and other

## **Chapter 2**

### **Regulations on the Use of, Protection, Conservation and Restoration of National Natural Heritage**

#### **Article 56 Purpose and Regulation on Use**

The use of national natural heritage has the following purposes:

1. As the basis of national prosperity
2. To create awareness in citizens to love the natural environment
3. To promote the tourism industry
4. To integrate with world and regional conservation activities and with world and regional activities
5. To conduct research on nature, biodiversity and others

#### **Article 57 Use of national natural heritage**

1. Be consistent with the socio-economic development plan
2. Be effective, and sustainable, and cause no harmful effects to the natural environment or to society
3. Be in accordance with laws and regulations

#### **Article 58 Regulations on the Protection and Conservation of National Natural Heritage**

The protection and conservation of national natural heritage shall be carried out as follows:

1. Estimate the damage of National Natural Heritage
2. Individuals or organisations intending to pursue socio-economic development in any national natural heritage area, in particular industrial, agricultural and infrastructural development, shall obtain prior approval from the Ministry of Information and Culture and other concerned sectors;

#### **Article 59 Rehabilitation**

The natural revival is that the destroyed nature is restored get rehabilitated in good condition and must be licensed by relevant sectors

#### **Article 60 Regulations on Restoration of National Natural Heritage**

The restoration of national natural heritage shall comply with the following:

1. There must be a specific enterprise or enterprises, which are lawfully registered.
2. The restoration shall be approved by the heritage administrative agency where the heritage areas are registered.

3. The restoration shall aim to return the national natural heritage areas that have deteriorated

### **Article 61 Development Goals**

The development of national natural heritage aims to make the heritage sustainable, abundant and richer as the basis for national economic development and for research and study.

## **Part VI**

### **Museums**

#### **Article 62 Types of Museums**

Museums are divided into three types as follow:

- State museums
- Collective museums
- Private museums

#### **Article 63 The Meaning of Museum**

##### **State museums, consisting of:**

1. State museum are places for storing, exhibiting, and preserving precious and outstanding objects of the state
2. Collective museums are places for storing, exhibiting, and preserving precious and outstanding objects of the collectives in that area
3. Private museums are places for storing, exhibiting and preserving private articles

#### **Article 64 The Combined Museums**

The Combined Museums are exhibitions, protections and conservations.

#### **Article 65 The Private Museums**

The Private Museums are exhibitions, protections and conservations of individuals

#### **Article 66 Regulations on the Establishment of Museums**

The establishment of museums shall meet the following conditions:

- There shall be adequate numbers of articles that are of precious value in culture, history, nature, science, [or] technology for exhibition;
- Places for exhibition and storage must be secure;
- There shall be knowledgeable experts on that national heritage, as regulate
- Have own fund



### **Article 67 (New) Permission of Museum Constructions**

Construct museums in each category must be licensed as follows:

1. The National Museum must be authorized by the Government
2. Local museums must be licensed by the Ministry of Information, Cultural and Tourism
3. Private museums must be licensed by governor of the capital

### **Article 68 (New) Museum Management**

The museum must have management to be place of researching, conservation, protection, registration and exhibition.

## **Part VII**

### **National Heritage Fund**

#### **Article 69 (New) National Heritage Fund**

National heritage fund to be ensured in management, protection, rehabilitation.

#### **Article 70 Sources of National Heritage Fund**

It is necessary to establish the national heritage fund, which shall be derived from:

1. The State budget
2. Compensation for activities that affect the national heritage
3. Income from activities relating to national heritage and others
4. The contribution of individuals and organizations within the country and from abroad
5. The revenue from the use of national heritage such as: entrance fees, research and analysis of national heritage.

#### **Article 71. Administration and Use of the National Heritage Fund**

The administration and use of the national heritage fund shall comply with the purposes stipulated in the first paragraph<sup>24</sup> of article 60 of this law, and shall be in accordance with the Law on State Budget and other relevant laws.

## **Part VIII Prohibition**

#### **Article 72. (New) General Prohibition**

Individuals, jurists or organizations do not take the following actions:

1. Destroy the buddha, ancient Ruins, sanctuary, and historical sites
2. Concession of national heritage on culture and national history without permission

3. Use the national heritage
4. Stealing others' profits or works from their own
5. Destroy national protected areas or exploring natural resources on the ground
6. Import, distributor, Publishing cultural products
7. There are other behaviors that violate the law

#### **Article 73. (New) Prohibitions for Government Officials**

1. Abuse of position to gain personal benefit
2. Abusive use of excessive force which causing damage to state interests
3. Defamation and accountability in national heritage
4. Reveal the secrets of the state
5. Fraudulent documents on national heritage and museum
6. Undertake or engage in a business related to national heritage
7. Destroy the evidence and hidden income
8. Change object and seizing the national heritage area
9. The advertising distorts the truth, movement scope, trading products on national heritage
10. Incorrect fees charged and services charged under the regulations
11. Copy products of national heritage
12. Perform behaviors that violate the laws and regulations

#### **Article 74. Prohibitions for Individuals, Juristic and Other Organization**

1. Insult, force, violate refer to another person's name for the relevant employee for benefits
2. Carry out a national heritage design business without permission
3. Interrupt the performance of the relevant staff
4. Disclaim of data supply and cooperate in concealing
5. Perform behaviors that violate the laws and regulations

### **Part X**

#### **Administrative and Inspection Agencies**

##### **Article 75 (New) Types of Conflict Resolving**

1. Compromise and mediation
2. Administrative resolution
3. Economic conflict resolution
4. Judgement of the court
5. International resolution

##### **Article 76 (New) Compromise and Mediation**

In the case of controversies about national heritage, the case can be resolved by compromise or mediation

### **Article 77 (New) Administrative Resolution**

In the case of controversies about national heritage, the parties must negotiate in correctly with relevant sectors.

### **Article 78 (New) Economic Conflict Resolution**

In the case of controversies about tourism business in national heritage, the parties are able to offer to the relevant sectors.

### **Article 79 (New) Judgement of the Court**

In the case of controversies about national heritage, the parties are able to offer to the court

### **Article 80 (New) International Resolution**

In the case of controversies about national heritage is able to decree and negotiate in the agreement contract.

### **Article 81 Administrative Agencies**

The State centrally and uniformly administers the national heritage throughout the country by assigning tasks to Ministry of Information and Culture as the focal point

The national heritage administrative agencies are divided into four levels as follows:

1. The Ministry of Information and Culture
2. The Information and culture divisions at the provincial and city level
3. The information and culture offices at the district and municipal level
4. The village administrations

### **Article 82 Rights and Duties of the Ministry of Information and Culture**

In this administration of the national heritage, the Ministry of Information and Culture shall have following main rights and duties:

1. To conduct research, lay down policies and strategies, and issue legislation on the national heritage, in particular, on the cultural and historical heritage;
2. To conduct surveys, gather data, analyse, [and] explore each type of national heritage;
3. To disseminate and educate on the policy directives, laws and regulations relating to the national heritage;
4. To supervise, encourage, monitor, [and] inspect the information and culture divisions in their implementation of laws, regulations, plans, [and] projects on the national heritage;
5. To supervise, and encourage the offices of regional and world heritage in their implementation of laws, regulations, plans, and projects on regional and world heritage;
6. To register and issue licenses relating to national heritage within its responsibility;
7. To build up human resources relating to national heritage;

8. To be the focal point, in coordination with other concerned sectors, in administering and implementing<sup>26</sup> the national heritage;
9. To extend relations and cooperation with foreign countries and international organisations on activities relating to national heritage;
10. To summarise reports and provide evaluations on the implementation of activities relating to national heritage to the government and Prime Minister;
11. To exercise other rights and perform other duties as regulated by laws and regulations.

### **Article 83 Rights and Duties of the Information and Culture Divisions**

1. To elaborate on the laws, regulations, plans, and projects of the Ministry in its own regulations, plans, projects and implementation;
2. To conduct surveys, and gather data on the national heritage within its area of responsibility;
3. To disseminate and educate on the policy directives, laws and regulations on national heritage;
4. To register and issue licenses relating to the national heritage within its responsibility;
5. To supervise, and encourage the information and culture offices at district and municipal level in their implementation of administrative activities relating to national heritage;
6. To be the focal point, in coordination with other concerned sectors, in the administration and implementation of activities relating to national heritage;
7. To summarise reports and provide evaluations on the implementation of activities relating to national heritage to its higher authority;
8. To exercise other rights and perform other duties as regulated by laws and regulations.

### **Article 84 Rights and Duties of Information and Culture Offices at the District Level**

In the administration of national heritage, each information and culture office at the district or municipal level shall have following main rights and duties:

1. To implement laws, regulations, plans, [and] projects on national heritage;
2. To conduct surveys, gather data, [and] create lists of the national heritage within its area of responsibility;
3. To disseminate, [and] educate on the policy directives, laws and regulations on national heritage;
4. To issue licenses relating to the national heritage within its responsibility;
5. To coordinate with other concerned sectors in the administration and implementation of activities relating to national heritage;
6. To summarise reports and provide evaluations on the implementation of activities relating to national heritage to its higher authority;
7. To exercise other rights and perform other duties as regulated by laws and regulations.

## **Article 85 Rights and Duties of the Village Administrations**

In the administration of national heritage, each village administration shall have following main rights and duties:

1. To perform tasks relating to national heritage in the administration, protection, conservation, rehabilitation and use of the national heritage within its area of responsibility
2. To conduct surveys, and create lists of the national heritage within its area of responsibility to propose to higher authorities for adoption
3. To summarise reports on the implementation of activities relating to the national heritage to its higher authorities.

## **Article 86 Rights and Duties of Other Concerned Agencies**

Other concerned agencies involved in the administration of national heritage at central and local levels shall have the right and duty to coordinate with the information and culture sector in accordance with their roles and responsibilities.

## **Chapter 2**

### **Inspection Agency**

#### **Article 87 National Heritage Inspectorate**

1. The inspection agencies are the same agencies as the administrative agencies defined in Article 81 of this law.
2. To inspect the implementation of plans, projects, laws and regulations relating to the administration of national heritage, including contracts and international conventions that the Lao PDR has signed and or to which it is a party;

#### **Article 88 Types of Inspections**

There are three types of inspections of national heritage:

1. Regular systematic inspections, which are carried out based on the operational plan, on a regular basis and at a specified time;
2. Inspections with advance notification, which are inspections outside the operational plan in the event of necessity and of which notice shall give in advance to the person inspected;
3. Emergency inspections, which are emergency inspections without advance notice to the inspected person.



## **Part IX**

### **Policies and Measures**

#### **Article 89 Policies**

Individuals or organisations with outstanding performance in the administration, protection, conservation, restoration and development of national heritage will receive awards and other appropriate policies.

Persons who have seen, discovered, researched or given useful information on national heritage, in addition to receiving awards, will receive other benefits in accordance with the laws and regulations.

#### **Article 90 Measures**

Individuals or organisations that have violated the provisions of this law shall be re-educated, fined, or subject to civil liability or criminal punishment, as determined on a case by case basis.

## **Part X**

### **Final Provisions**

#### **Article 91 Implementation**

The government of the Lao PDR is entrusted to implement this law.

#### **Article 92 Effectiveness**

This law shall enter into force sixty days after the date of the promulgating decree issued by the President of the Lao People's Democratic Republic.

The President of National Assembly



Lao People's Democratic Republic  
Peace Independence Democracy Unity Prosperity

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Cabinet office of the Government

No. 655/xxxxx

Vientiane Capital, Dated 10/5/2018

Notice

To: - Vice Prime Minister, Minister of Ministry of Finance  
- Minister of Ministry of Information, Culture and Tourism  
- Governor of Luan Prabang Province

Subject to: The request of Luang Prabang Province in Establishing of Luang Prabang World Heritage Preservation Fund

- According to proposed letter of Luang Prabang Province No. 35/xx.xx Date of 12 April 2018
- According to the order of Prime Minister on the date of 07 May 2018

The Cabinet office of Prime Minister Office is please to notice the order of Prime Minister to every parties as follow: “ Ministry of Finance must cooperate with MICT, Luang Prabang Province and relevant authorities the discuss about the proposal on Establishing Luang Prabang World Heritage Preservation Fund in local government level and report to the central government for decision”

Therefore, the announcement is to every parties and to implement follow the order of high level administration

Minister  
Head of Cabinet office of Prime Minister

Sent to

- + Prime minister/ vice Prime minister/ minister
- + Office of Central Party
- + the committee of Cabinet office
- + Department of Investigate-Summarization, Cabinet Office
- + Keeping



Lao People's Democratic Republic  
Peace Independence Democracy Unity Prosperity  
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Governor of Luang Prabang

No. 36/XX.XX

Dated 12/April (4) /2018

Proposal Letter

To: Prime Minister,  
at Vientiane Capital

Subject to: Request to establishing Luang Prabang World Heritage Preservation Fund in Local Government Level

- According to the Law on National Heritage, No. 08/NA, dated 09/11/2005.
- According to the UNESCO's Treaty on Preservation of the City of Culture and Natural Heritage, dated 21/11/1972
- According to the Propose letter of Luang Prabang World Heritage Office, No 196/xxx, Date of 2 April (4) 2018

Luang Prabang Province is please to propose for the establishing Luang Prabang World Heritage Preservation Fund in Local Government Level in detail as follow: in the year of 2009, Luang Prabang Province established Luang Prabang World Heritage Preservation Fund. The definition of the implementation, the use of the Fund and order private section to cooperate in the development of (Pay to) the Fund each year. Furthermore, part of income from cultural and natural tourism resource will be collected to the Fund. According to the implementations, we found that it is basically effective, we could earn some budget to maintenance Aram Temple and some of important preservation buildings. Since the year 2012, the Fund is suspended due to the reason that Establishing Fund, which has specific purpose based on the regulation, must be done by central government. However, we think that, the valuably and sustainably Preserve of World Heritage to help the development of social-economic of Luang Prabang Province, particularly for Tourism sector follow by the strategy of the government as same as the Province. The Establishing of the Fund is the important and urgent issue in order to collect the fund to preserve and develop Luang Prabang World Heritage, especially the maintenance of religion building (Monk's room, aram, hall, Ho san and other), improvement of infrastructure for preserving Luang Prang World Heritage (Pedestrians, Drainages, Bank Protection), Preservation of urban area, pond and waste water treatment, urban management and Management of the area along Mekong River and Kane River, Human resource development in World Heritage Preservation Sector and other component for sustainably Preservation of Luang Prabang World Heritage. If Luang Prabang World Heritage Preservation Fund is established, the priority work described above will be continually

implemented, which is the big involving and will make the valuably and sustainably Preservation of World Heritage.

Therefore, we prepare this propose letter for your consideration

Governor of Luang Prabang Province

Sent to

- Cabinet office of Prime Minister
- Keeping

# Luang Prabang World Heritage Preservation Fund





Lao People's Democratic Republic  
Peace Independence Democracy Unity Prosperity  
\*\*\*\*\*

Governor of Luang Prabang

No. 621/G-LPB  
Dated 08/10/2009

**DECISION OF GOVERNOR ON  
ESTABLISHMENT OF LUANG PRABANG WORLD HERITAGE PRESERVATION  
FUND**

- Pursuant to the Proposal of the Division of Luang Prabang World Heritage, No. 362/LPBWH, dated 01 October 2009.

**Governor of Luang Prabang Province decides:**

- Article 1:** Approve the Luang Prabang World Heritage Office to establish Luang Prabang World Heritage Preservation Fund.
- Article 2:** The provincial committee for world heritage shall study and seek for prospective income sources from potential activities to contribute into Luang Prabang World Heritage Preservation Fund.
- Article 3:** The Luang Prabang World Heritage Office and the Department of Finance in collaboration with the offices concerned shall formulate the regulatory framework for fund management and strictly follow in accordance with laws and regulations.
- Article 4:** This decision shall become effective when it is suddenly signed.

Governor of Luang Prabang Province  
*[Signed & Sealed]*  
Bounhueang Duangphachan

**Filing:**

- Relevant sectors 1 copy each
- Filing 1 copy



Lao People's Democratic Republic  
Peace Independence Democracy Unity Prosperity

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Governor of Luang Prabang

No. 214/G-LPB

Dated 20/04/2011

**DECISION OF THE GOVERNOR  
ON ESTABLISHMENT OF THE PROVINCIAL COMMITTEE FOR WORLD  
HERITAGE LUANG PRABANG PRESERVATION FUND**

\*\*\*\*\*

- Pursuant to the Law on National Heritage, Part VII, Article 60 on National Heritage Fund.
- Pursuant to the Decision of the Governor of Luang Prabang Province, No. 099/G-LPB, dated 04/03/2011 on Appointment the Committee In charge of Luang Prabang World Heritage Preservation Fund at Local Level.
- Pursuant to the Proposal Letter of the Luang Prabang World Heritage Division, No. 152/DLPBWH, dated 04/04/2011.

**Governor of Luang Prabang Province decides:**

**Article 1:** Appointing the Provincial Committee for World Heritage Luang Prabang Preservation Fund, comprised of:

1. Mr. Saisamone Khomthavong, Deputy Governor, as Chairman
2. Mr. Vongsavan Thepphachan, Governor of Luang Prabang District as Vice Chairman
3. Mr. Onchan Souvannalith, Director of Department of Information and Culture  
as Vice Chairman
4. Dr. Khammanh Chanthalangsy, Chief of Cabinet  
as member
5. Mr. Somnith Khomthavong, Director of Department of Finance as member
6. Mr. Bounluane Singnakhone, Director of Department of Planning and Investment  
as member
7. Mr. Khamphui Phoummavong, Director of Department of Tourism as member
8. Mr. Fasanan Thammavong, Director of Department of Public Works and Transport  
as member
9. Mr. Bounkhong Khouthao, Deputy Director, Luang Prabang

- World Heritage Office as member
10. Mr. Bouasy Chanthoumma, Deputy President of Lao Front  
For National Construction of Luang Prabang as member
11. Mr. Bounthieng Douangpasuert, Chairman of Provincial Chamber  
Of Commerce as member
12. Mr. Bounthieng Soulivanh, Chairman of the Provincial Tourism  
Association as member

**Article 2:** Party-State Organizations, collective enterprises of the State, private and appointed persons shall acknowledge and together implement with effective and accurate in accordance with regulations.

**Article 3:** This decision shall become effective when it is signed. This decision shall be replaced the Decision, No. 099/G-LPB, dated 04/03/2010.

Governor of Luang Praabang Province

[Signed & Sealed]

Dr. Khampheng Xaysompheng

**Deliver:**

- Relevant sectors 1 copy
- Filing 1 copy



Lao People's Democratic Republic  
Peace Independence Democracy Unity Prosperity

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Governor of Luang Prabang

No. 06/G-LPB

Dated 23/05/2011

**PROVISION ON  
ORGANIZATION AND ACTIVITIES OF  
LUANG PRABANG WORLD HERITAGE PRESERVATION FUND AT LOCAL LEVEL**

- Pursuant to the Law on National Heritage, No. 08/NA, dated 09/11/2005.
- Pursuant to the UNESCO's Treaty on Preservation of the City of Culture and Natural Heritage, dated 21/11/1972, Section IV of the Article 15, 16 and 17, one of which stated that "World Heritage Preservation Fund for cultural and natural heritage is established to facilitate the preservation of the cultural and natural world heritage".

Therefore, to ensure the preservation of highly-outstanding value of Luang Prabang World Heritage in effective and sustainable manner aiming at creating income sources and generating fund sources for preservation and restoration of highly valued heritage.

**Governor of Luang Prabang issues the regulation as follow:**

**Part I  
General Provisions**

**Article 1:** This requirement determines the principles, regulations, organization and activities of Luangphabang World Heritage Preservation Fund at local level, in abbreviation "LWHPFL" which is focusing on mobilizing, collecting and providing fund to all businesses for strengthening the protection and development of the sustainability of Luangphabang World Heritage in accordance with the Law on National Heritage.

**Article 2: Objectives of the establishment of LWHPFL are as follows:**

1. Financing for the constructions and increasing financial strength by summing up capital sources, including income generated on the basis of Luangphabang World Heritage as a centralization fund and it is able to apply some incomes into the activities of protection and promotion the value of Luangphabang World Heritage.
2. Financing for the implementation of activities in consistent with this requirement and policies, laws and regulations and plans on Luangphabang World Heritage of the Government as well as the Provincial Administrative Authority.

3. Financing for the promotion of administration and protection Luangphabang World Heritage, including building the capacity and human resource development for protecting Luangphabang World Heritage in monitoring, inspecting the businesses, development plans that cause an effect to heritage and society.
4. Ensuring the activities that received fund from **LWHPFL** to be implemented effectively, transparency and in consistent with the specification design properly and efficiency.
5. Conducting the activities of **LWHPFL** in according to the principles on coordination with the concerned sectors in the areas of environment protection, administration of the natural resource and development of communities.
6. Managing and using the assets of **LWHPFL** in investment to generate additional income and focusing on long term financing for the sustainability of the fund and raising its roles and status from time to time.

**Article 3: Location of LWHPFL**

LWHPFL is an independent financial and administrative organization and operate its activities under the supervision of the provincial governor and the local committees for world heritage, which is the Division of World Heritage acting as the standing secretariat.

**Article 4: Duties of LWHPFL**

1. Seeking and financing source of fund to the protection and development of Luangphabang World Heritage.
2. To operate its activities under supervision of the fund and laws and regulations of the state to achieve the purpose on protection of Luangphabang World Heritage sustainability.

**Part II  
Organization of LWHPFL**

**Article 5: Organization Structure of LWHPFL comprises of:**

1. Fund management committee.
2. Fund administration agency which is directly responded by the Provincial Finance Division.

**Article 6: Fund Management Committee**

1. Fund management committee shall have the role for the overall responsibilities for enhancing the implementation of the activities to achieve the objectives of **LWHPFL**, including strategy policies and priority of **LWHPFL**, guiding, inspecting, monitoring the activities of office to ensure its task implementation with effective as stipulated in this requirement and regulation.
2. Management Committee of **LWHPFL** comprises of representatives of organizations as follows:
  1. Deputy Governor, a Chairman of the Local Committee for the world heritage  
as Chairman
  2. Governor of Luangphabang District  
as Vice Chairman
  3. Director of Information and Culture Division  
as Vice Chairman
  4. Head of Provincial Administrative Office  
as member



- |  |           |
|--|-----------|
| 5. Director of Finance Division                            | as member |
| 6. Director of Planning and Investment Division            | as member |
| 7. Director of Tourism Division                            | as member |
| 8. Director of Public Work and Transportation Division     | as member |
| 9. Deputy Director of Luangphabang World Heritage Division | as member |
| 10. Vice President of Lao Front for National Construction  | as member |
| 11. President of the Tourism Management Association        | as member |
| 12. President of Provincial Chamber Of Commerce            | as member |
3. Representatives of organizations involve in the Management Committee of **LWHPFL** shall comply as follows:
1. To implement the activities in accordance with objectives, rights and duties of **LWHPFL**.
  2. President of **LWHPFL**, shall be a person appointed to be a president of the committee at local level for world heritage, is appointed by the President of the National Committee for the world heritage.

**Article 7: Rights and Duties of Fund Management Committee**

1. To determine the policies and guiding administrative and management of fund unit to ensure the implementation of the activities of **LWHPFL**.
2. To determine the policies regarding investment for propose and create investment contract with any asset management company or commercial bank.
3. To encourage additional capital contribution for **LWHPFL** from capital contributors in consistent with laws and regulations of Lao PDR.
4. To consider and approve or refuse application requesting for capital proposed to **LWHPFL**.
5. To appoint any ad-hoc committee to implement specific activities or to conduct the research of the activities by defining schedule clearly.
6. To determine the meeting agendas of the committee and expenses arise that relate to the implementation of the activities on behalf of a member of management committee at local level.

**Article 8: Rights and Duties of Fund Management Unit**

1. To act as a secretariat for the fund management committee on management and administrative of **LWHPFL**.
2. To conduct the collection of income, ensuring that all funds granted and contributed are deposited into the account of **LWHPFL** at the national treasure in according with the objective of fund establishment.
3. To create, maintain an account system and record the financial activities of **LWHPFL** and shall ensure the effectiveness and transparency.
4. To summarize financial and accounting statement and activities of **LWHPFL** at the end of every budget year.

**Article 9: Rights and Duties of the Secretariat**

1. To act as a secretariat for **LWHPFL** committee, that has the duty to summarize all documents related to the activities of the Fund as well as making a proposal to the meeting

of the world heritage committee at local level to research, consideration to be agreement and to approve for contribution by the budget of the Fund.

2. To be directly responsible for all document considerations to the committee of the Fund.
3. Shall have the right to call for the meeting in according to its level.
4. Shall have the duty to coordinate with public sectors and concerned entrepreneurs to allow the activities of the Fund to be implemented correctly and consistency with the existing laws and regulations.
5. To present and report on the implementation of tasks assigned to the Committee on a regular basis.

### **Part III**

#### **Sources of Fund and Income of LWHPFL**

##### **Article 10: Sources of Fund and Income of LWHPFL**

Sources of fund and income of LWHPFL are derived from sources as follows:

1. Income derives from the use of Luangphabang World Heritage value and tourism attractions such as: fees for visit museums, temples and other tourist attractions that earns (15% of ticket sales revenue).
2. Income derives from capital mobilization contributed by business entrepreneurs such as: businesses on services and tourisms, and income derive from fines of violators that have an impact on the World Heritage.
3. Income derives from foreign and international organization's aids.

##### **Article 11: Tax Exemption**

All sources of fund and income of **LWHPFL** are exempt from all taxes, for fees and custom-tax relates to the expenses of **LWHPFL**, including personal income tax shall be complied with the Law on Custom-Tax.

### **Part IV**

#### **Administration and Management of the Fund**

##### **Article 12: Management and Use of Fund**

1. **LWHPFL** shall provide financial support to the project, content works and conditions as defined in the regulation for management of **LWHPFL**.
2. Source of Fund of **LWHPFL** shall be used for financing the administrative and routine expenses of divisions, departments, public and private sectors that received financial support from **LWHPFL** whenever the aforementioned expenses are directly related to implementation of the activities supported by **LWHPFL**.
3. Using the fund, for expenses in all activities approved by the committee, shall be approved and signed by the President of the committee at local level for the world heritage before starting to implementation.

**Article 13: Individuals Eligible for Funding, Project and Activities That Can Be Funded By LWHPFL**

1. Individual business units, state and social organizations are able to request for financial support from **LWHPFL**, but detailed project and approval of the committee for the world heritage are required before using such fund.
2. Activities that can be funded by **LWHPFL** shall need to be in line with this requirement.
3. **LWHPFL** shall not provide any form of assistance in reducing the damage or compensate damage caused by environmental and social impacts of development projects, unless otherwise such activities are eligible for funding from **LWHPFL**.

**Article 14: Request for Funding and Monitoring Of the Project**

1. Procedure for filing an application, application shall be submitted to the secretariat (World Heritage Division) for collecting all applications and check the accuracy of the project to be presented to the meeting of the world heritage committee at local level for consideration.
2. **LWHPFL** shall monitor the progress of implementation of all activities funded by **LWHPFL**.
3. Projects approved by **LWHPFL** shall comply with the conditions and procedures for implementation and operation in accordance with the relevant laws and regulations and in the event that not following the implementation manual, **LWHPFL** shall order to suspend those businesses, project operator shall return (incorrect amount) to **LWHPFL**, as well as terminating the ownership of the project completely.

**Part v**

**Account Audit and Reporting**

**Article 15: Account Auditing**

1. State Audit Authority shall audit **LWHPFL**'s accounts, activities and management.
2. Auditing the activities of finance and management of **LWHPFL** shall be carried out every year.
3. In accordance with internationally accepted accounting auditing standards, detailed account audit shall be defined in **LWHPFL**'s Financial Instructions.

**Article 16: Reporting**

Fund Administration and Management Unit shall create and complete its monthly financial report and activities within thirty (30) days, after that report in quarter, six months and annually shall be completed at the end of fiscal year, all reports shall be approved by the Fund Management Committee before making a report to the world heritage committee at local level and Provincial Governor.

**Part VI**

## Final Provisions

### Article 17: Dissolution of LWHPFL

1. **LWHPFL** may be dissolved, amended or suspended in according to the **LWHPFL** Management Committee's proposal, dissolution proposal shall be voted unanimously at least 2/3 votes of the committee and then making a proposal to the Provincial Governor for consideration and approval.
2. Prior to dissolution, **LWHPFL** shall fulfill its obligations to the project and activities that the fund has been supported on financial as well as debt on loan repayment and other outstanding debts or clearing of its activities in according to the financial capacity of **LWHPFL**.
3. Prior to dissolution, **LWHPFL** shall notify its donors to allow them to claim and ask for funds that have contributed and it has not yet been used back.

### Article 18: Symbol and Seal of LWHPFL

**LWHPFL** shall be entitled to use symbol and seal of the world heritage committee at local level.

### Article 19: Implementation of this Requirement

Provincial Administrative Office, Divisions, relevant authorities, organizations and local administrative authorities shall have the duties to implement this requirement with effective in according to its rights, duties and responsibilities.

### Article 20: Effectiveness

This Requirement shall become effective from the signing date.

Governor of Luangphabang Province

*[Signed & Sealed]*

Dr. Khampheng Xaysompheng



Governor of Luangphabang

No. 580/G-LPB  
Dated 27/07/2011

**DECISION OF  
GOVERNOR OF LUANGPHABANG PROVINCE  
ON INVOLVEMENT OF VARIOUS BUSINESS ENTREPRENEURS IN  
LUANGPHABANG WORLD HERITAGE PRESERVATION FUND AT LOCAL LEVEL**

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- Pursuant to the Requirement on Organization and Activities of Luangphabang World Heritage Preservation Fund at Local Level, No. 06/G-LPB, dated 23/05/2011.

**Governor of Luangphabang Province decides:**

**Section I  
General Provisions**

**Article 1: Objectives of establishing Luangphabang World Heritage Preservation Fund at Local Level "LWHPFL" are as follows:**

1. Financing for the constructions and increasing financial strength by summing up capital sources, including income generated on the basis of Luangphabang World Heritage as a centralization fund and it is able to apply some incomes into the activities of protection and promotion the value of Luangphabang World Heritage.
2. Financing for the implementation of activities in consistent with this requirement and policies, laws and regulations and plans on Luangphabang World Heritage of the Government as well as the Provincial Administrative Authority.
3. Financing for the promotion of administration and protection Luangphabang World Heritage, including building the capacity and human resource development for protecting Luangphabang World Heritage in monitoring, inspecting the businesses, development plans that cause an effect to heritage and society.
4. Ensuring the activities that received fund from LWHPFL to be implemented effectively, transparency and in consistent with the specification design properly and efficiency.
5. Conducting the activities of LWHPFL in according to the principles on coordination with the concerned sectors in the areas of environment protection, administration of the natural resource and development of communities.



6. Managing and using the assets of LWHPFL in investment to generate additional income and focusing on long term financing for the sustainability of the fund and raising its roles and status from time to time.

## **Section II**

### **Sources of Fund and Income**

#### **Article 2: Sources of Fund and Income of LWHPFL**

Sources of fund and income of LWHPFL are derived from sources as follows:

1. Income derives from the use of Luangphabang World Heritage value and tourism attractions such as: fees for visit museums, temples and other tourist attractions that earns (15% of ticket sales revenue).
2. Income derives from capital mobilization contributed by business entrepreneurs such as: businesses on services and tourisms, and income derive from fines of violators that have an impact on the World Heritage.
3. Income derives from foreign and international organization's aids.

## **Section III**

### **Revenue Collection from Business Entrepreneurs**

**Article 3:** Businesses on hotels-resorts, guesthouses, restaurants, bakery – drink shops, tourism services within Luangphabang Province shall contribute into Luangphabang World Heritage Preservation Fund at Local Level as follows:

- |   |                       |
|---|-----------------------|
| 1. Hotels   | 200.000 LAK/year each |
| 2. Resorts  | 150.000 LAK/year each |
| 3. Guesthouses, services and sale of handicraft on traditional  | 100.000 LAK/year each |
| 4. Restaurants, license level 1-4   | 100.000 LAK/year each |
| 5. Restaurants, license level 5-7   | 50.000 LAK/year each  |
| 6. Bakery – drink shops, sauna-massage services, photos, Internet and games                                     | 50.000 LAK/year each  |
| 7. Night market shops, clothing stores in every markets or at own house selling, bicycle – bike rental services | 15.000 LAK/year each  |

## **Section IV**

### **Final Provisions**

#### **Article 4: Implementation**

It is assigned the committee in charge of Luangphabang World Heritage Preservation Fund at Local Level in collaborated with the relevant sectors to implement this decision in according to the regulations.

**Article 5: Effectiveness**

This decision shall become effective from the signing date.

Governor of Luangphabang Province

*[Signed & Sealed]*

Dr. Khampheng Xaysompheng

**Deliver:**

- LWHPFL 1 copy.
- Relevant sectors 1 copy.
- Filing 2 copies.



Lao People's Democratic Republic  
Peace Independence Democracy Unity Prosperity

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Governor of Luangphabang

No. 581/G-LPB

Dated 27/07/2011

**DECISION OF  
GOVERNOR OF LUANGPHABANG PROVINCE  
ON AMEMDMENT AND DIVIDING REVENUE PERCENTAGE DERIVED FROM  
CULTURAL AND NATURAL TOURISM ATTRACTIONS TO THE RELEVANT  
SECTORS WITHIN LUANGPHABANG PROVINCE**

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- Pursuant to the Requirement on Organization and Activities of Luangphabang World Heritage Preservation Fund at Local Level, No. 06/G-LPB, dated 23/05/2011.

**Governor of Luangphabang Province decides:**

**Article 1:** Eliminate, dividing income derives from the use of Luangphabang World Heritage value and tourism attractions such as: fees for visit museums, temples and other tourist attractions that earns revenue to ticket sellers, villages, temples and departments within Luangphabang Province with details as follows:

Sectors	Eliminate percentage that has been implemented previously	New Percentage Dividing for Relevant Sectors	Percentage Dividing in World Heritage Preservation Fund
Ticket sellers	9%	7%	2%
Villages	8%	6%	2%
Temples	8%	7%	1%
Information, Culture and Culture Division	10%	5%	5%
Provincial Tax Division	13%	10%	3%
Provincial Tourism Division	20%	5%	15%

<b>Total</b>	<b>68%</b>	<b>40%</b>	<b>28</b>
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**Article 2:** It is assigned Tax Division, Finance Division, World Heritage Division, and Committee in charge of Luangphabang World Heritage Preservation Fund at Local Level in collaborated with the relevant sectors to implement this decision in according to the regulations.

**Article 3: Effectiveness**

This decision shall become effective from the signing date.

Governor of Luangphabang Province

*[Signed & Sealed]*

Dr. Khampheng Xaysompheng

**Deliver:**

- LWHPFL 1 copy.
- World Heritage Division 1 copy.
- Provincial Finance Division 1 copy
- Provincial Tax Division 1 copy
- Provincial Tourism Division 1 copy
- Filing 2 copies.

**ESTIMATE OF RESULTS  
FROM BUSINESS OPERATORS AND SERVICE PROVIDERS**

No	Name of Business	Number of Companies	Collecting Price	Total	Remarks
1	Hotels	38	200.000	7.600.000	
2	Resorts	18		2.700.000	
3	Guesthouses	229		22.900.000	
4	Services	990		99.000.000	
5	- Night markets & General - Own House selling - Bicycles & Bike Rental				Informational is unavailable
6	Others	691	50.000	34.550.000	
	<b>Grand Total</b>			<b><u>166.750.000</u></b>	