

Country's Approach on Sustainable Tourism in Lao PDR

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Country's Approach on Sustainable Tourism in Lao PDR

- Policy of Lao on Tourism Development
- Community-based Tourism
- Public-Private Sector Partnerships to Enhance and Sustainable Tourism
- Example of Destination Management Strategies currently in place in Laos.

Policy of Laos on Tourism Development

- **The Government of Lao PDR has placed tourism as 1 of 11 priority sectors to contribute to country's socio-economic development;**
- **Tourism is now a major contributor to national income (7% - 9% of GDP) and employment;**
- **Focus on the development of sustainable tourism based on culture, natural and historical resources;**
- **To implement an open - door policy concerning cooperation with foreign nations in economic and cultural matters;**

Policy of Laos on Tourism Development (Cont.)

- To promote tourism development that alleviates poverty and stimulates local production;**
- To generate and distribute income to the multi-ethnic Lao People;**
- Conserve and protect ancient archaeological sites, the natural environment and historic monument.**

Community-based Tourism

- **Economic** (community development, income, employment)
- **Educational** (new job skills, promotes local knowledge)
- **Social** (raises quality of life, gender and age equality, management capacity)
- **Health** (promotes good hygiene)
- **Environmental** (promotes environmental responsibility and promotes conservation)

Public-Private Sector Partnerships to Enhance and Sustainable Tourism

- A PPP is a cooperative venture for the provision of infrastructure or services.
- It builds on the expertise of each partner that best meets clearly defined public needs.
- It balances the allocation of resources, risks, and rewards between the partners.

- The public sector maintains an oversight and quality assessment role.
- The private sector is more closely involved in the actual delivery of the service or project.

Public-Private Sector Partnerships to Enhance and Sustainable Tourism (Cont.)

Motivations of governments to enter into PPPs:

- 1. To attract private capital investment (often to either supplement public resources or release them for other public needs);**
- 2. To increase efficiency and use available resources more effectively; and**
- 3. To reform sectors through a reallocation of roles, incentives, and accountability.**

Example: Viengxay Town Master Plan

Quick overview of process

- Master Plan developed to guide the town's development up to 2026
- Participatory process including a multitude of stakeholders
- Preservation of heritage and other tourism assets is included



KEY ISSUES

1. Key stakeholder consultation

- Workshop with members of the Viengxay community
- Exchange the ideas for the future development and growth of the town
- There are 4 main questions for discussion
 1. What are the characteristics of the town of Viengxay that you like or value ?
 2. What are the characteristics you do not like about the town of Viengxay?
 3. What are the activities or land uses which are missing in the of Viengxay at the moment?
 4. If the cultural heritage of the town attracts more tourists , where should these uses be located within the town?

FUTURE DIRECTION

1. The vision for Viengxay ; 2006 – 2026

“Viengxay is a town of Historical national heritage”

“Viengxay is a natural national heritage”

2. From this vision, the following five key themes or elements

- Viengxay is a national heritage town**
- Viengxay is a prosperous town**
- Viengxay is a healthy town**
- Viengxay is a walking town**
- Viengxay is a green town**

IMPLEMENTATION

- **Implementation strategy which priorities key actions**
- **Design Guidelines accompanying the master plan**
- **Promoting the master plan and public awareness program**
- **Training local officials on the objective and requirement of the master plan**

REVIEW AND MONITORING

- **Establishment of review and monitoring processes**
- **Management and monitoring Toolkit**
- **Establishment of a good data base**
- **Regular reviewing of the master Plan**
- **Five year Reviews of the master Plan**

Thank you!

