

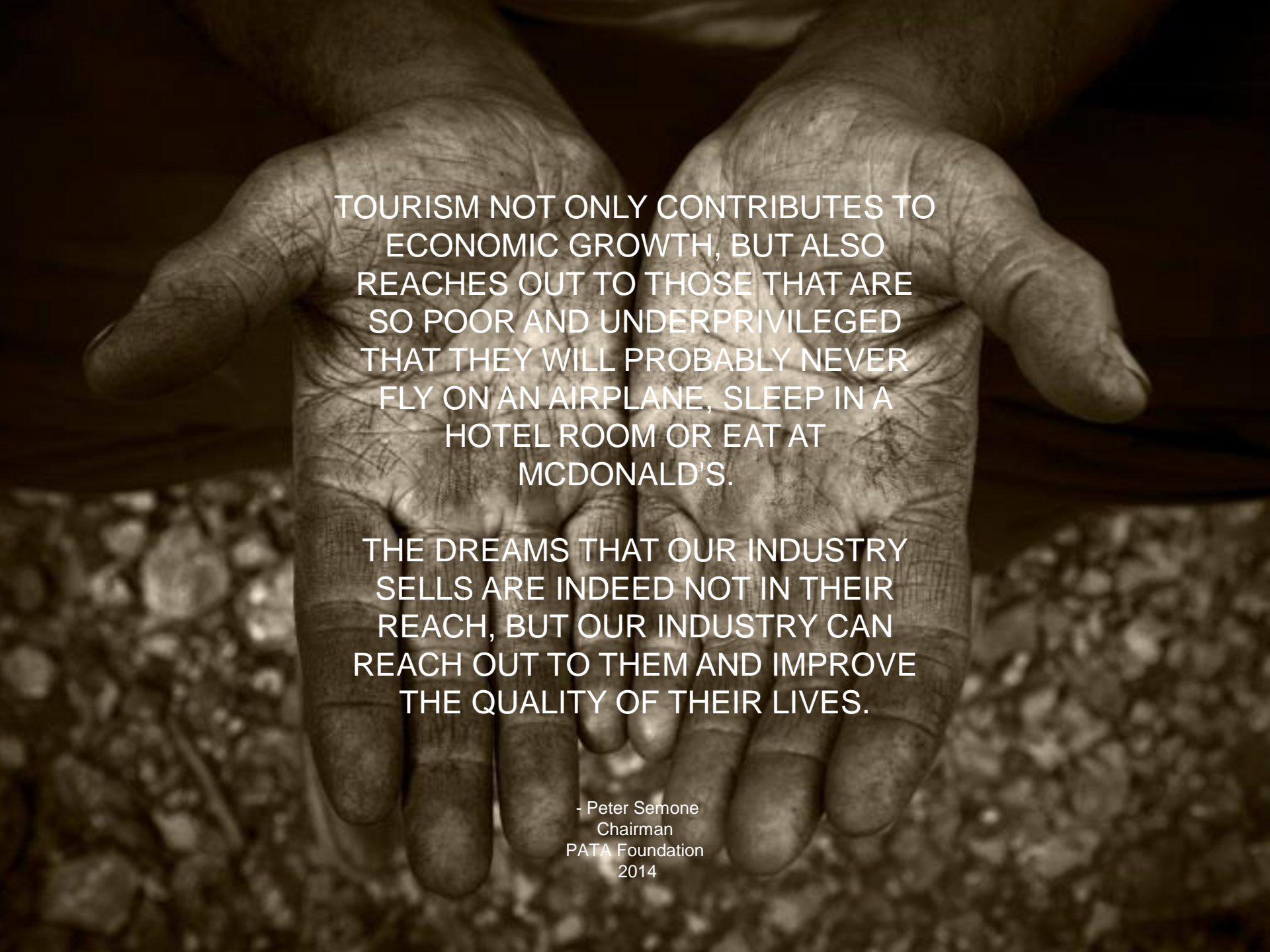


Culture & Heritage . Education . Environment . Sustainable Tourism

Rural Tourism: Delighting Tourists, Prospering Communities

World Tourism Conference 2016

Peter Semone



TOURISM NOT ONLY CONTRIBUTES TO
ECONOMIC GROWTH, BUT ALSO
REACHES OUT TO THOSE THAT ARE
SO POOR AND UNDERPRIVILEGED
THAT THEY WILL PROBABLY NEVER
FLY ON AN AIRPLANE, SLEEP IN A
HOTEL ROOM OR EAT AT
MCDONALD'S.

THE DREAMS THAT OUR INDUSTRY
SELLS ARE INDEED NOT IN THEIR
REACH, BUT OUR INDUSTRY CAN
REACH OUT TO THEM AND IMPROVE
THE QUALITY OF THEIR LIVES.

- Peter Semone
Chairman
PATA Foundation
2014



Vietnam

Mekong River

Timor Leste

Laos



Ly May Chan

P
NƠI ĐỖ XE

12 KM

SÀ PA

ĐƯỜNG DÂY NÔNG XÃ TÀ PHÌN
CHỦ TỊCH XÃ: 0988.820.393
CÔNG AN XÃ: 01664.048.438
QUẢN LÝ XÃ: 01693.585.589
TRƯỞNG ĐLH XÃ: 01695.027.713

CHỢ THỦ CẨM XÃ TÀ PHÌN
TÀ PHÌN BRIGADE MARKET

TRONG CHỢ
CỦA BÀ CON





United Nations World Tourism Organisation

Mekong River-based Tourism Product Development Strategy and Action Plan



Objectives of the Study

- Review current situation and existing river-based activities, model routes, itineraries and river-based tourism products in the Mekong area;
- Highlight attractions in the Mekong area related to the model routes/itineraries;
- Outline good practice in developing sustainable tourism products; and
- Make recommendations for policies and marketing of these products.

Mekong river-based tourism grows and positively enhances livelihoods for people and communities through sustainable development, partnerships and cooperation

THE VISION

Guiding Principles

1. encourage cooperation and collaboration between all stakeholders
2. promote a business-enabling environment conducive to river-based tourism development
3. demonstrate benefits of sustainable development and conservation
4. promote the growth of river-based tourism in port cities along the Mekong
5. continuous development of product and service quality
6. develop and broadly disseminate relevant consumer content
7. focused and consistent messaging of the Mekong River as a key GMS tourism feature

Strategic Beacons

- Improve the quality and variety of river-based tourism activities along the Mekong.
- Expand the demand for Mekong river-based tourism.
- Develop a unified and integrated platform for Mekong river-based tourism policy.

Myanmar (Burma)

Naypyitaw

Hanoi

Laos

Vientiane

Thailand

Bangkok

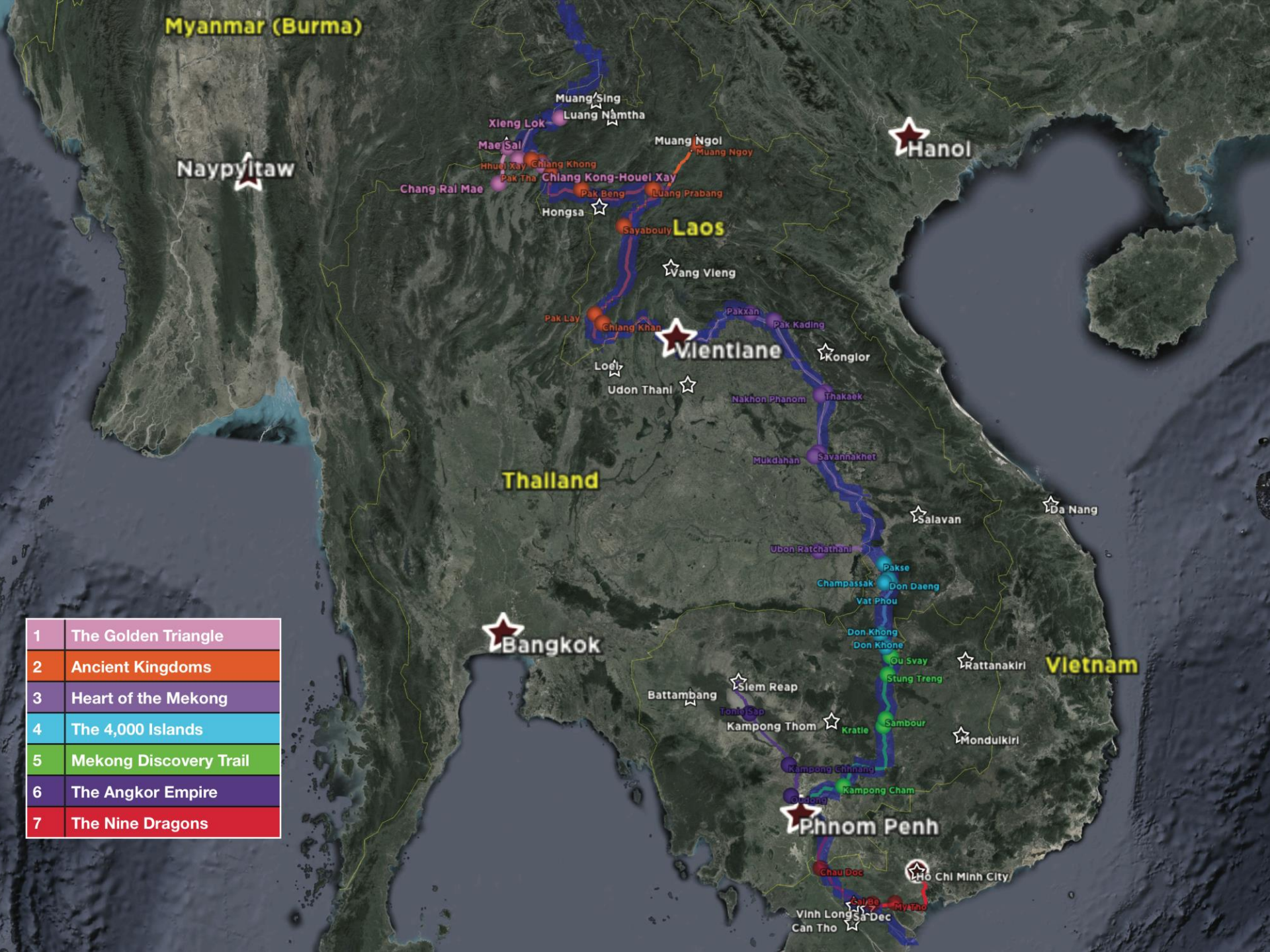
Vietnam

Phnom Penh

Ho Chi Minh City

Vinh Long
Sa Dec
Can Tho

1	The Golden Triangle
2	Ancient Kingdoms
3	Heart of the Mekong
4	The 4,000 Islands
5	Mekong Discovery Trail
6	The Angkor Empire
7	The Nine Dragons









International Labour
Organisation
Timor Leste Tourism Policy

Barry Hinton





www.barrys-place-atauro.com

The Boneca is a rag-doll born on the island of exile. Boneca Atauro is a magical place where precious objects of desire are born. It is a place where women find their space, their dignity and their economic independence. The Boneca is a factory of shared knowledge. A place for women of any age. Elderly women bring prudence, experience, patience. Younger ones bring joy, desire and hope for the future. It is a place where illiterate women find a space to learn. It is where literate women share their knowledge with others. It is a cooperative where the pride of earning a living with your own hands is nurtured. The Boneca is a beacon for other Atauro women, who wish to grow and work with dignity.





www.bonecadeatauro.com

A photograph of two women sitting outdoors. The woman on the right, identified as Latana Intha, is wearing a white long-sleeved shirt and has her hair tied back. She is looking towards the woman on the left and appears to be speaking. The woman on the left has long brown hair and is wearing an orange top. They are seated in front of a large green plant with long, pointed leaves. The background shows a brick wall and a wooden structure.

Latana Intha

Lanith 
Lao National Institute of Tourism and Hospitality



PASSPORT TO SUCCESS

LAO NATIONAL INSTITUTE OF TOURISM AND HOSPITALITY ID 1997-07-01



STUDENT NAME:

Ms. Latama Inta

DATE OF BIRTH:

01.07.1977

DATE OF ISSUE:

03.06.2011






SIGNATURE:

Long

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STATEMENTS OF ATTAINMENT

2

Date of Assessment	Training Unit Code	Training Unit Title	Signature/Seal
11-06-2011	L-C-0004	Implement Occupational Health & Safety Procedures	 Statement of Attainment APPROVED
11-06-2011	L-GH-0001	Follow workplace hygiene procedures	 Statement of Attainment APPROVED
15-06-2011	L-HK-0001	Clean and prepare rooms for incoming guests	 Statement of Attainment APPROVED
23-03-2012	L-C-0001	Work effectively with colleagues and customers	 Statement of Attainment APPROVED
23-03-2012	L-C-0002	Manage and resolve conflict situation	 Statement of Attainment APPROVED



Lanith 
Lao National Institute of Tourism and Hospitality

Advancing service quality
in Laos





The Education column is represented by a blue circle at the top, partially overlapping a vertical stack of three rectangular boxes. The top box is light blue, the middle box is dark blue, and the bottom box is medium blue.

Education

Lanith
Advanced
Diploma

Lanith
Diploma

Lanith
Certificate



The Training column is represented by a blue circle at the top, partially overlapping a vertical stack of three rectangular boxes. The top box is light blue, the middle box is dark blue, and the bottom box is medium blue.

Training

Executive
Training
Programmes

Passport to
Success

Pheun Than
Heng A Sip

Public Private Partnership



International Recognition



**GRAND AWARD
WINNER 2012**



WORLD TRAVEL & TOURISM COUNCIL
Tourism *for* Tomorrow
WINNER 2014





Lessons

- People make the destination, not fancy infrastructure
- English language
- Entrepreneurship
- Hotel school management
- Regionally accredited training program
- Stewardship and duty of care
- Storytelling



DESTINATION
HUMAN CAPITAL

Peter@DestinationHumanCapital.com

