

// SGDs & PARTNERSHIPS

BALANCED TOURISM RECOVERY VIA
INCLUSIVE PARTNERSHIP
FRAMEWORKS

// THE CHALLENGES OF RECOVERY

The COVID-19 crisis has burdened the tourism industry with new challenges and increased old problems:

- Collaboration on destination and multi-entity levels is limited
- Inclusiveness and a focus on communities are often not a priority
- Opportunities to recover a balanced tourism sector are not utilized

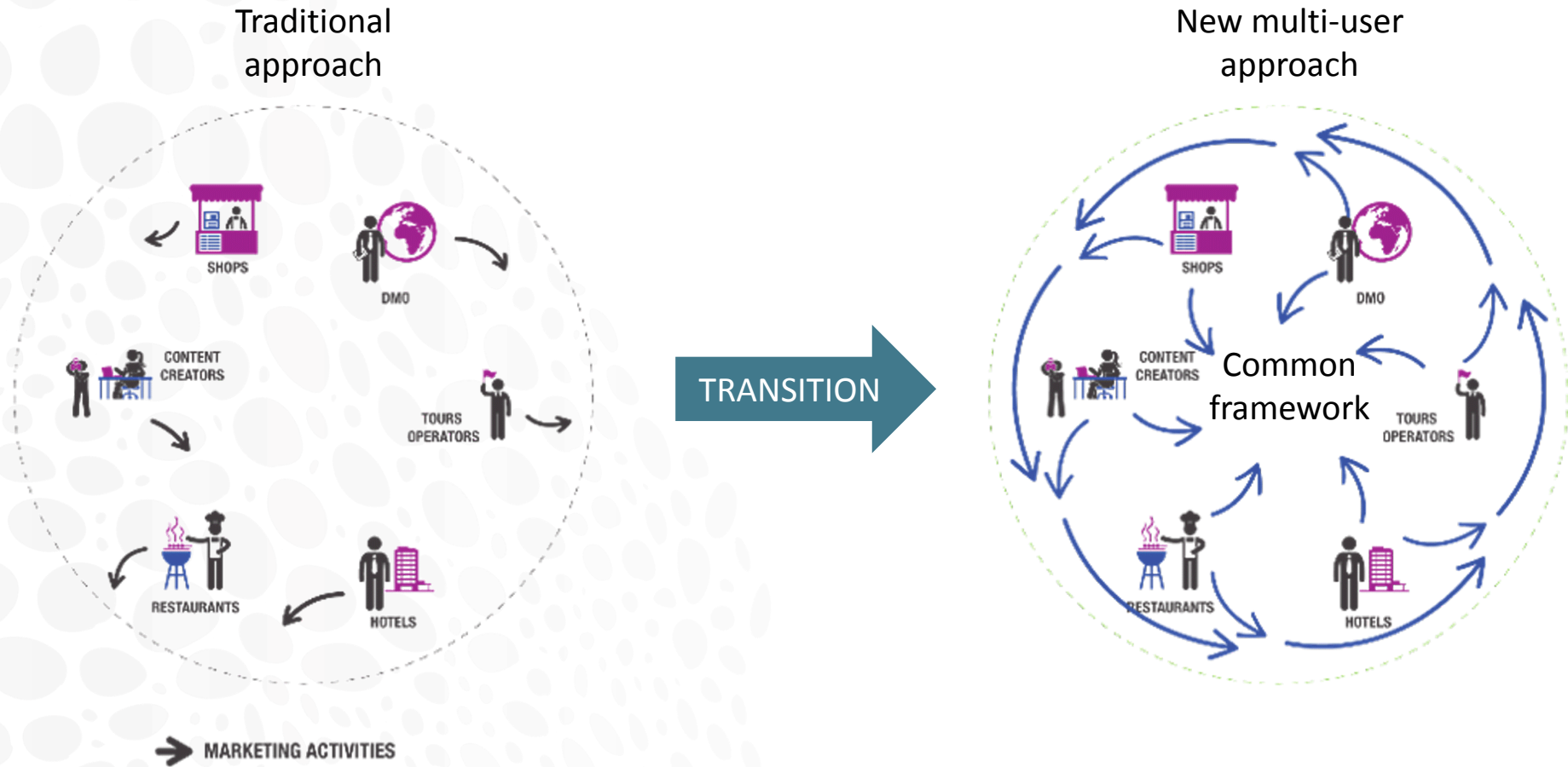


// OPPORTUNITIES FOR COMMUNITIES

- The pandemic is an opportunity to challenge traditional approaches
- There is a need to allow for a scalable solution
- Chameleon Strategies invested in technology to support tourism resilience and recovery on a broad basis



// THE NEED FOR A WHOLESOME APPROACH



// SUCCESSFUL COLLABORATIONS



No barriers to participate



Enable collaboration



Focus attention on common goals



Allow individuality



Create win-win partnerships



Are sustainable



// TECHNOLOGY SOLUTION

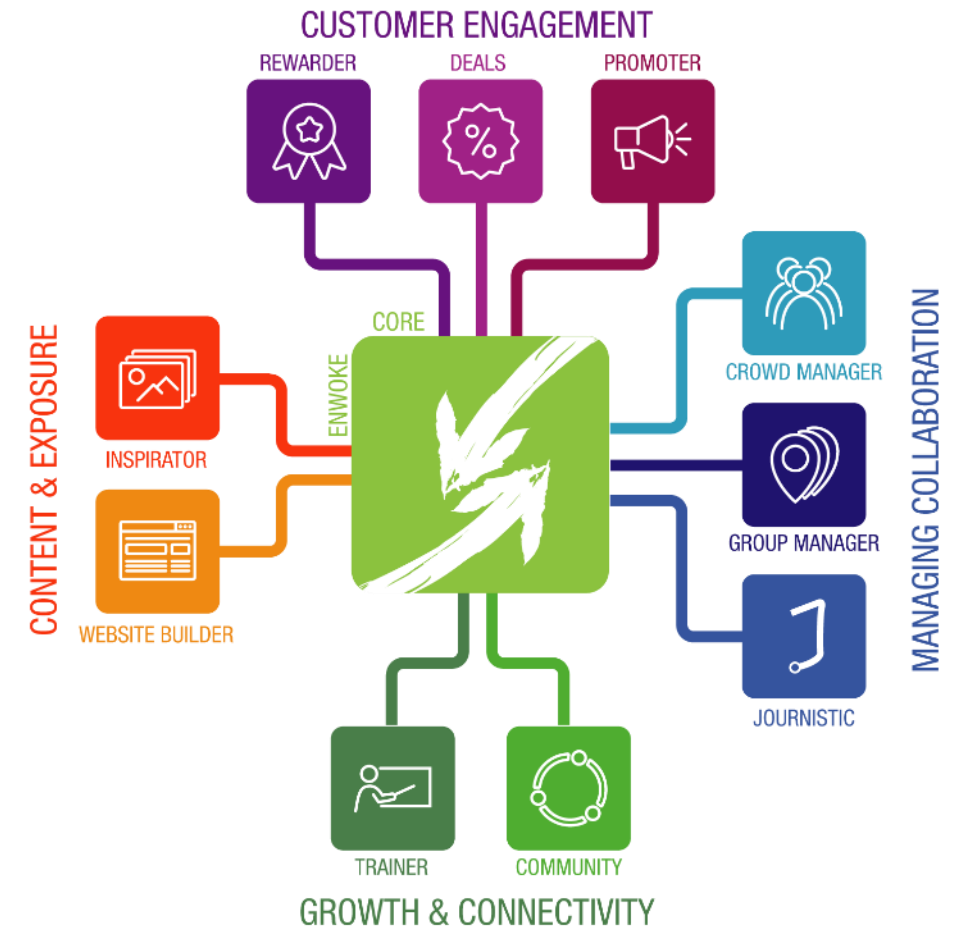


ENWOKE

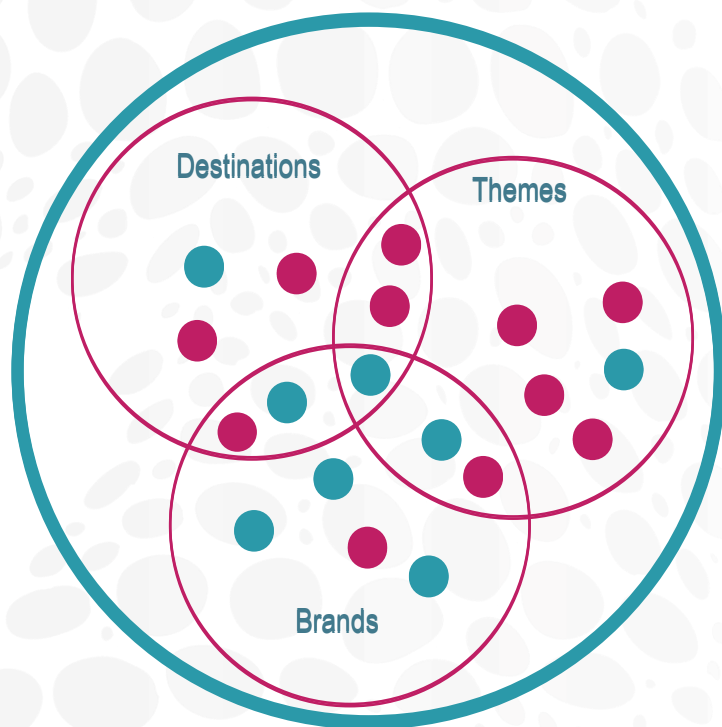
Enwoke is a powerful engagement platform to stimulate stakeholder collaboration within communities from destinations to hotel companies.



- Enwoke gives tools to stakeholders of multi unit enterprises and communities



// A GLOBAL CONTENT DISTRIBUTION NETWORK



- Businesses
- Stakeholder Groups



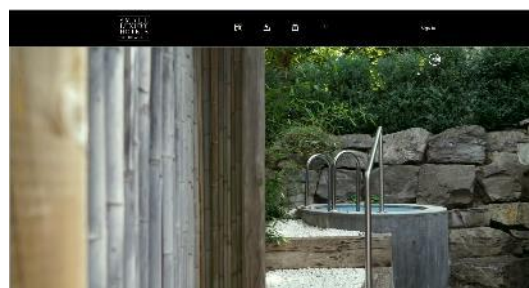
DESTINATIONS



THEMES



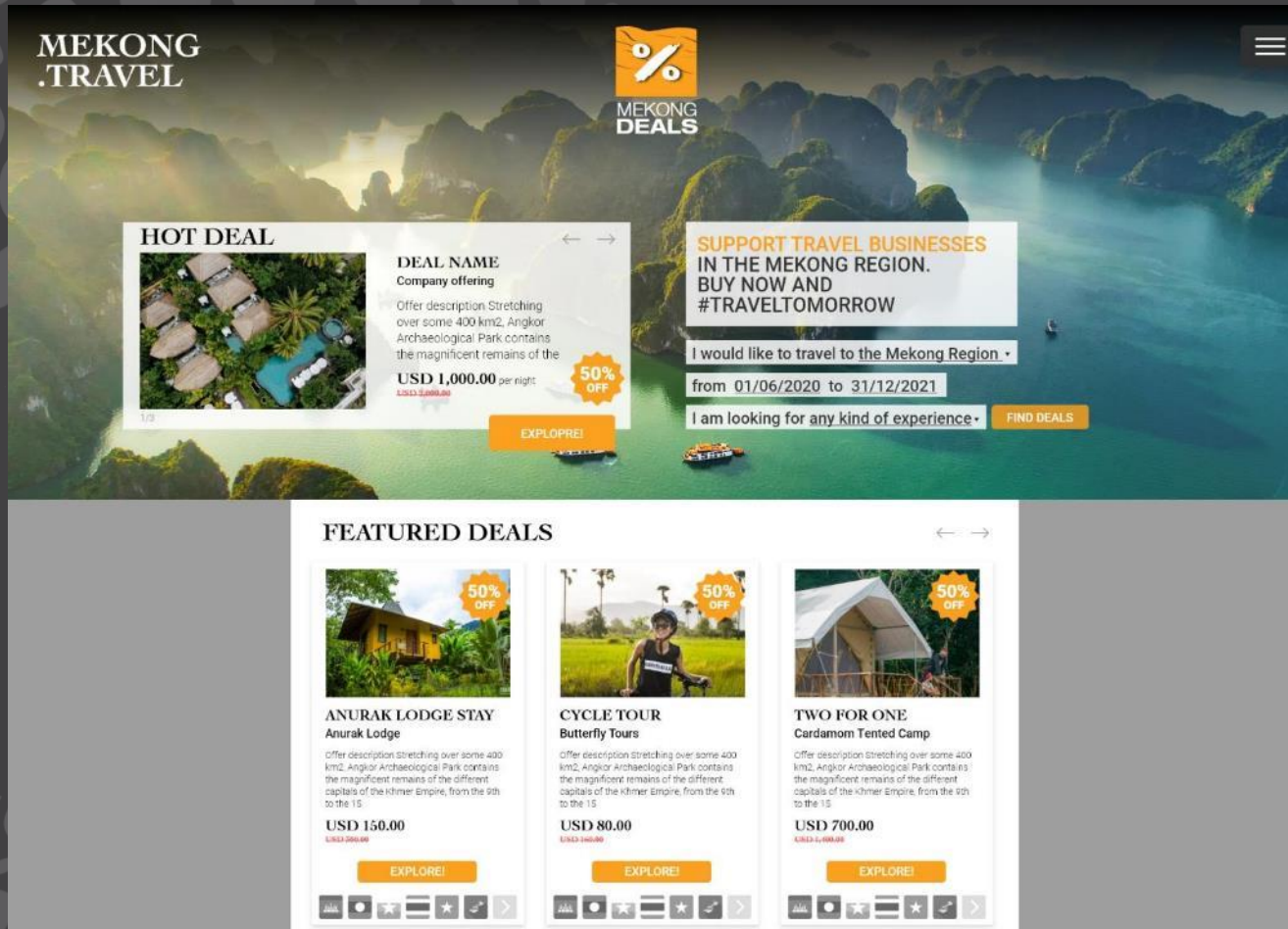
BRANDS



// SUPPORT OF UN SDGs




// COLLABORATION PROJECTS | MEKONG DEALS



// COLLABORATION PROJECTS | MEKONG MEMORIES

MEKONG
.TRAVEL



MEKONG
Memories

#MEKONGMEMORIES


#TRAVELTOMORROW

HOW TO PARTICIPATE

PRIZES

TERMS & CONDITIONS

ABOUT




MIKE HAYNES


Heritage Management, International Development & Responsible Tourism Consultant

Myanmar

I first started back in 2003 as an Ecotourism Advisor in Nha Trang, Vietnam. It was for a Marine Protected Area project, funded by the World Bank, and implemented by IUCN. We worked out in the islands and Marine Park in Nha Trang Bay, mostly with local communities.




My best Mekong Memory is from 2016, when I visited Angkor Wat early in the morning. The birds were singing and the air was cool. When the sun rose, I got the perfect shot.




Christian Peterson

Travel Photographer

Denmark



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Christian Peterson

Travel Photographer

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Connected Deals

EXPLORE

EXPLORE

Connected Experiences/Tours

EXPLORE

EXPLORE

// COLLABORATION PROJECTS | PLANNED

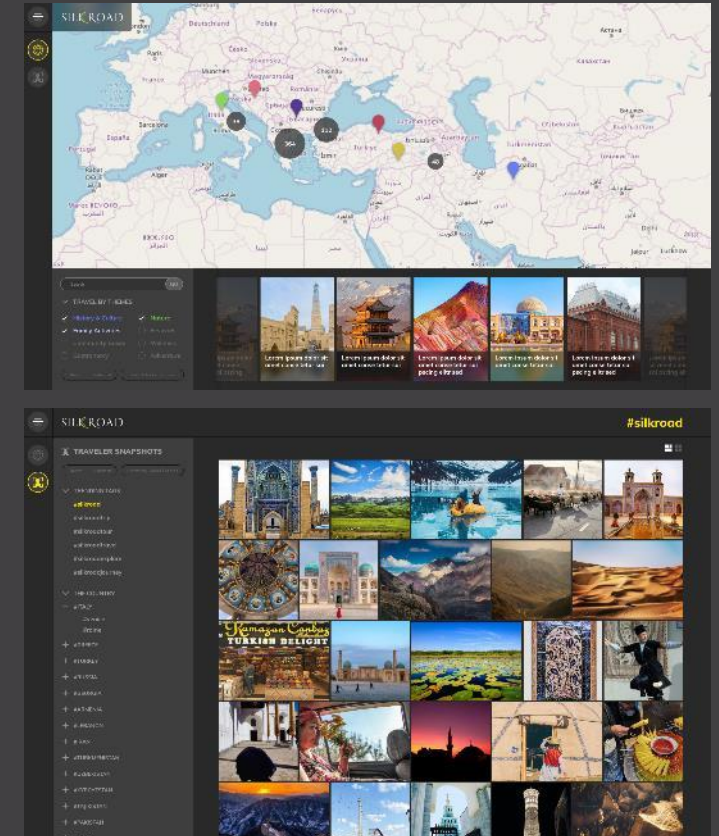
PORTALS FOR SMALL AND SUSTAINABLE BUSINESSES

SocialEnterprises.travel/Purposeful.travel

Experience Mekong Collection

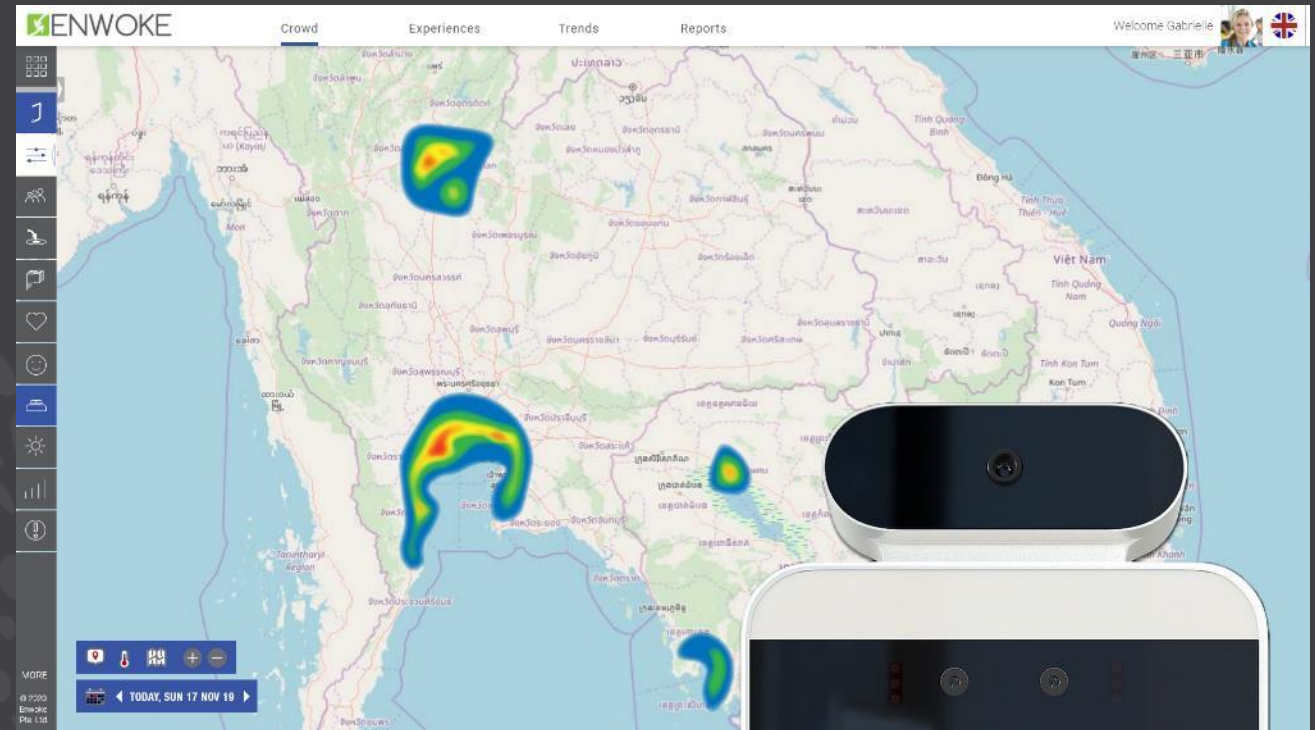


// COLLABORATION PROJECTS | IN DISCUSSION



// INTEGRATION PROJECT | HEALTH DATA

- Enwoke is able to integrate with any data device. A partnership with Transfong Technologies Face Recognition Temperature Sensor Access System allows destinations and experiences to:
- Get an overview of crowd health in a destination
- Integrate ticketing with facial recognition entrance control
- Integrate notifications with health data.





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World Tourism Organization
Affiliate Member