

Program F: FACILITATE THE MOVEMENT OF TOURISTS IN THE GMS

Title	Countries	Estimated costs	Priority class.	Contacts
F 3 Development and Maintenance of a GMS Tourism Sector Development Data and Information System Facility	Cambodia, Lao PDR, Myanmar, PRC, Thailand, Viet Nam	\$US 1.5 million	3	Christine Jacquemin, project coordinator, MTCO Email: cjacquemin@adb.org , christine@MekongTourism.org ; ; website: www.MekongTourism.org .

<p>1. Location and Geographic Scope: GMS wide, all member countries</p>
<p>Name of Project Leading Agency: Mekong Tourism Coordination Office (MTCO)</p>
<p>Name of Principal Sponsor/s: Thailand, World Tourism Organization, Asian Development Bank. The “Facility” would be developed within the MTCO as a <i>virtual centre</i>.</p>
<p>2. Sector or Division (Market, Infrastructure, Destination, Circuit, Border Zone, Corridor, Study, HRD, Culture, Protected Area, Investment Support, Data & Information): Data and Information</p>
<p>3. Type of Proposed Project (Technical Assistance or Loan): Technical Assistance</p>
<p>4. Government Priority (High, Medium, Low): High priority at both NTO and development partner level</p>
<p>5. Project Backgrounds and Rationale:</p> <p>The existing data base on the flows and impacts of tourism in the GMS has been based on the traditional data collections of the NTOs and within the PRC, Guangxi and Yunnan. These data collection systems evolved to measure the impact of policies and programs to expand tourism in terms of volumes, length of stay, expenditure and source markets. However, the current data collection system does not adequately describe the three main flows of tourism to and within the subregion: international tourists using passports, international tourists using border passes, and domestic tourists; nor provides an effective coverage of the economic impacts of these tourism flows. Data on the social and environmental impacts of tourism is generally not collected. The existing data suffers from a lack of comparability in data definition, data scope differences, differences in data collection methodologies, and analytical techniques. Thus data reliability and validity are serious concerns with the existing data base.</p> <p>The strategy proposes the implementation of policies and programs designed to: (a) bring about a more equitable distribution of tourism benefits between and within GMS countries – especially tourism’s contribution to poverty reduction and other disadvantaged groups especially women, ethnic communities, and the unemployed; (b) better protect and enhance the value of the subregion’s key natural and cultural heritage; (c) mitigate the negative social impacts of tourism especially upon women, children and ethnic communities; (d) promote private sector investment in tourism; and (e) develop a higher yielding and more sustainable pattern of tourism. Although programs and projects have been designed to achieve these goals and objectives, the data collection system needed measure progress in these areas is currently not in place at the NTO/Provincial level.</p> <p>The rationale of the project is to substantially improve national and GMS tourism sub-region databases and analysis of tourism flows and tourism expenditure/revenue in and between GMS countries for the purpose of:</p> <p>(a) measuring progress in the implementation of the programs under the strategy;</p> <p>(b) enhancing government policy formulation and regulatory development; and</p> <p>(c) improving private sector/business planning and investment in the hotel, travel and tourism sector and related areas in the GMS sub-region.</p>
<p>6. Project Objectives:</p> <p>The overall objective is to substantially improve GMS NTO and private sector understanding of the extent of real tourism flows and their impact on key areas such as the equitable distribution of tourism benefits, poverty reduction, mitigation of negative social impacts, impact for disadvantaged groups such as women and ethnic communities, impact on the economy and infrastructure needs of the countries concerned, and improve the quality of tourism databases and information collection systems. This particularly applies to the comprehensive movement of all types of visitors by passport/border pass, nationality, and by land & water border checkpoints and airports between all countries of the GMS.</p> <p>The data and information would facilitate tourism-related policy and regulatory development, government planning, and productive private sector planning and investment that will lead to socio-economic growth, job creation and expansion of tourism and travel industry in the GMS sub-region</p>
<p>7. Project Scope and Description:</p> <p>The scope of the project is to implement priority technical assistance activities that will include:</p> <ul style="list-style-type: none"> • International and domestic consultancies in the inception phases, studies, and design of databases and websites, and training • Diagnostic studies, surveys and reviews of tourism movements of all types of visitors and tourism expenditure by passport/border pass, nationality, and by land & water border checkpoints and airports between all countries of the GMS • Workshops, seminars and conferences

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- Exchanges between NTOs and border exit/entry and security authorities among the GMS countries and with GMS travel and tourism agencies and associations
- Study tours to and outside the GMS sub-region
- Training programs
- Other forms of capacity building and institutional strengthening of GMS NTOs and border authorities that will result in enhanced quality of data collection, transfer and analysis, leading to improved quality of databases and their use by public and private planners and policy decision-makers, and improved communication between the public and private sectors

The project has two broad components:

(a) A Research Study into the comprehensive movement of all types of visitors by passport/border pass, nationality, and by land & water border checkpoints and airports between all countries of the GMS and their economic impact following the ESCAP Input-Output studies conducted in the 1990's. The study will show where the major tourism and traveler entry volumes are located, and provide tourism and higher government authorities, infrastructure planners, poverty education authorities and commercial interests/private sector and marketing bodies (including PATA) and for the first time with accurate baseline tourism and traveler data in spatial format on GMS tourism flows and their economic impact.

(b) Setting up of a "GMS Tourism Data and Information Facility" to serve as a coordination and action unit, which will establish in cooperation with the GMS countries a tourism data collection standard, as well as collect, analyze and present standardized, compatible and reliable tourism data and information to facilitate better planning and development of sustainable tourism in the Mekong Area in line with the policies and programs of the strategy. The facility would also take responsibility for developing GMS-wide, standards for tourism facility and service standards, tourism occupations and tourism education and training institution standards. The facility could be set up as or become a *virtual centre* comprising a website created and managed by the MTCO and supported by the staff of the GMS NTO research, development and statistics departments. This would entail training, data base design and equipment.

8. Links with GMS Countries and to Other Project/Donor Initiatives:

The project is GMS wide, and will develop strong statistical and database collection and institutional relationships between NTOs and border entry/exit authorities and the private sector among the GMS countries, and improve the quality of tourism information flow and analysis. In addition:

ADB: Strong links will be encouraged with most ADB Flagship Projects

PATA: Strong databank links will be developed

World Bank/IFC: Where relevant, the projects will work in close collaboration with other WB/IFC projects in Vietnam, Cambodia and Laos including the Mekong Private Development Facility

9. Expected Outputs and Overall Outcomes:

This project has a number of proposed deliverables:

- Diagnostic studies of tourism movements, expenditure and economic impacts in the GMS: All types of visitors by passport/border pass, nationality, and by land & water border checkpoints and airports between all countries of the GMS. The studies will also show where the major tourism and traveler entry volumes are located.
- Development and implementation of a standardized data collection system in the GMS.
- Establishment of a *Virtual Centre* Website database design and preparation.
- Design of and preparation for establishing "GMS Tourism Data and Information Facility" to serve as a coordination and action unit, which will collect, analyze and present standardized, compatible and reliable tourism data and information to facilitate better planning and development of sustainable tourism in the Mekong Area. The facility would also take responsibility for developing GMS-wide standards for tourism facility and service standards, tourism occupations and tourism education and training institution standards.

The overall outcome is expected to be a substantial improvement in the capacity of GMS NTOs to collect and analyse tourism flows and develop comprehensive databases; to improve NTO/Government and private sector understanding of the extent of real tourism flows and their impact on the economy and infrastructure needs of the countries concerned; and to more effectively measure the impacts of implementing the tourism programs and projects under the strategy. Other outcomes will be an improved quality of tourism databases and information collection systems, while the "Facility" is expected to serve as a coordination and action unit, possibly under MTCO and be a *virtual centre*, which NTOs would use to feed standardized and coordinated data and information into a central GMS database. The facility would collect, analyze and present standardized, compatible and reliable tourism data and information.

The data and information would facilitate tourism-related policy and regulatory development, government planning, and productive private sector planning and investment that will lead to socio-economic growth, job creation and expansion of tourism and travel industry in the GMS sub-region.

10. Impact on Poverty Alleviation:

Indirectly, the project will enhance poverty alleviation by providing a higher quality database and information to NTOs and the private sector for: improved government and private sector business planning; which will facilitate the focus on poverty reduction through micro and small enterprise investment, expansion and job creation, improved product range and services, better access through infrastructure improvements to the areas, and enhancement of cross sectoral economic linkages.

11. Impact on the Natural, Cultural and Social Environment, and Mitigation Measures:

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No negative impacts foreseen. Positive impacts will arise through increased poverty alleviation, better management of natural and cultural heritage, and more effective mitigation of the negative social impacts of tourism.

12. Participatory Development Issues, if any:

There are likely to be considerable participatory development issues, especially with NTOs/border authorities and the private tourism enterprise sector and tourism intermediary organisations in the major centres and market place.

13. Sustainability and Financial Viability of the Projects:

Very positive impact on supporting development of tourism enterprises through improved business investment decisions based on more accurate information and databases, and improved government capacity to undertake accurate planning.

14. Expected Impact on Target Beneficiaries:

Target beneficiaries would be:

- NTO Statistical and Planning Departments
- Border entry/exit and security authorities
- Marketing bodies such as PATA and AMTA Bangkok
- Private sector/travel and tourism association bodies
- Local entrepreneurs and travel/tourism enterprises

15. Private Sector Participation:

The project maximises private sector benefits and participation through participation in the data reporting cycle at the grass roots level, the MCTO level where the private sector plays a financial and in an advisory role.

16. Proposed Development Partners (Donors/Funding Sources): World Tourism Organization-UNDP, ADB with UNESCAP, and Bilateral Governments (especially Japan, Australia, ROK and EC).

17. Proposed Implementing Agency: The MCTO with the support of the related development partners and private sector institutions.

18. Project Readiness (local approvals; availability of pre-feasibility study, etc):

Needs a review for consistency with ADB Guidelines, but project could be ready for Technical Assistance design and processing from the second half of 2005.

19. Implementation (incl. preparations) Arrangements: None at this point in time.

20. Initial Estimated Cost: \$US 1.5 million in technical assistance over 3 years.

23. Implementation Schedule (Draft):

Elements	2006			2007			2008			2009			2010		
TA Projects Design (\$75,000)	x														
Inception Phase and planning of projects (\$100,000)		x	x												
Studies, Surveys & Diagnostic Analysis (\$125,000)				x	x	x	x	x							
Implementation (\$ 1.1 million)						x	x	x	x	x	x				
Evaluation (\$ 100,000)						x					x				

24. Major Constraints and Risks:

Minimal.