

Program G: SUSTAINABLE TOURISM DEVELOPMENT ALONG CORRIDORS

Title	Countries	Estimated costs	Priority class.	Contacts
Project G 1 The Mekong World Tourism River Corridor - An Endless Stream of Tourism Cooperation	Cambodia, Lao PDR, PRC, Myanmar, Thailand, Viet Nam	US \$ 20 mlns	3	Christine Jacquemin, project coordinator, Mekong Tourism (Coordination) Office. Email: cjacquemin@adb.org , christine@MekongTourism.org ; website: www.MekongTourism.org .
Title of Proposed Project: The Mekong World Tourism River Corridor - An Endless Stream of Tourism Cooperation				
Location and Geographic Scope: Overall, the project extends from Yunnan to the Vietnam delta crossing the six GMS countries.				
1. Name of Project Leading Agency <i>Thailand</i>				
2. Name of Principal Sponsor/s: The GMS countries				
3. Sector or Division (Market, Infrastructure, Circuit, Border Zone, Corridor, Study, HRD, Culture, Protected Area, Investment Support): Circuit, infrastructure, protected area sectors, cross border, corridor, HRD, other.				
4. Type of Proposed Project (Technical Assistance or Loan): TA (with subsequent loan)				
5. Government Priority (High, Medium, Low): High				
6. Project Background and Rationale: The Mekong river flows through or along the borders of all 6 GMS countries. Those areas are parts of the GMS that have significant levels of poverty, with few opportunities for development except those related to the river. The project aims to facilitate tourism development and socio-economic growth, and make a major contribution to the alleviation of poverty as a result of the possibility to exploit the tourism potential of the Mekong River. The Mekong river provides a significant opportunity/resource for tourism development and links all GMS countries. The Mekong Tourism Strategy (MTS) envisages the development of six major border tourism zones along the line of the Mekong River and the linking corridors between them. Although six tourism zones have been identified, there is a need to address the linking corridor elements of the corridor in order to ensure that the movement of tourists between the main tourism zones is facilitated and the benefits to local communities maximised. The opportunities to reduce poverty, promote economic development and to expand investment and SMEs can be exploited in a sustainable manner under this project.				
7. Project Objectives: The overall objective is to develop an integrated tourism development plan combining management, capacity building, infrastructure				
8. Project Scope and Description: The project involves linking six recommended priority tourism zones into a single product concept by: (i) developing secondary and feeder roads between the major tourism zones; developing river-based infrastructure such as riverbank development, passenger jetties, river training, navigation and safety; (iii) small-scale infrastructure water supply, electricity, sanitation, markets, landscape beautification, waste management, etc. in cities, towns, villages; (iv) provision of efficient and modern border facilities in areas outside the six priority tourism zones; (v) basic visitor infrastructure including rest areas and toilets, signage and interpretation, information facilities, health and safety facilities; and (vi) human resource development, marketing and capacity building studies and implementation activities. The Project would also involve development and implementation of a “Cultural Diversity Lens” – that can be applied by the heritage managers and local officials to assess the impact tourism will have or is having on the living cultures of the local ethnic groups as well as the tangible cultural heritage along the Mekong corridor.				
11. Links with GMS Countries and to Other Project/Development Partner Initiatives, etc: This Project will strengthen multi GMS country tourism through: (i) linking other tourism zones in the Mekong corridor; (ii) and support the implementation of the ADB assisted MTDP in Cambodia, Lao PDR, and Vietnam as well as programmes being undertaken in the six countries by IFC, EU and other donor organizations. The ADB is already assisting the development of infrastructure programmes and projects in Mekong at various locations including the East West Economic Corridor, the Southern Economic Corridor, the North South Economic Corridor as well as various Flagship projects.				
12. Expected Outputs and Overall Outcomes: This project has a number of components and proposed deliverables: 1. Technical Assistance, building on the work and strategy of this RETA by reviewing and analysing the need and opportunities related to Mekong River Corridor. 2. Infrastructure project design and implementation (with private sector where appropriate). 3. Identification of tourism facility needs and opportunities for the private sector to invest. 4. Specific programs such as for conservation and training, environmental improvement, employment generation, expansion of SMEs etc. 5. Support to relevant GMS programs including marketing etc.				

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6. Workshops, seminars and related stakeholder participation in proposed plans and programs.																																																																																																
The overall outcome is the major opening up of this area with very positive economic and social benefits to the local and national economy.																																																																																																
13. Impact on Poverty Alleviation: Expected to have a major positive impact on poor living in formerly relatively remote areas																																																																																																
14. Impact on the Natural, Cultural and Social Environment and Mitigation Measures:																																																																																																
The project could have negative impacts on the natural environment which may not be able to be sufficiently mitigated although cultural and social impacts may be enhanced. Studies will have a major element of impact studies.																																																																																																
15. Participatory Development Issues, if any:																																																																																																
There is the need to ensure local communities are involved and actively engaged in participating in planning and implementation																																																																																																
16. Sustainability and Financial Viability of the Project:																																																																																																
The project will assist in generating substantial new tourism revenue and help to strengthen the viability of then six proposed Mekong priority tourism zones.																																																																																																
17. Expected Impact on Target Beneficiaries:																																																																																																
Target beneficiaries would be:																																																																																																
<ol style="list-style-type: none"> 1. The poor living within the catchment area by providing better infrastructure, leading to better health, higher incomes and generating employment. 2. International and domestic tourists would gain through better infrastructure and conditions along the coast. 3. The private travel sector would gain from better and increased business 4. The Governments would gain from increased revenue. 																																																																																																
18. Private Sector Participation:																																																																																																
The project is designed to maximise private sector funding. This would include investment in operations, superstructure and infrastructure.																																																																																																
19. Proposed Development Partners (Donors/Funding Sources):																																																																																																
JICA would probably be interested and so might other bilateral donors. UNESCAP might be interested to support See also item 20.																																																																																																
20. Proposed Implementing Agency: NTOs /Public Works.																																																																																																
21. Project Readiness (local approvals; availability of pre-feasibility study, etc):																																																																																																
Some assessments undertaken including the Mekong River Development Study and other area specific studies at key points such as on the East West Economic Corridor.																																																																																																
22. Implementation (incl. preparations) Arrangements:																																																																																																
The project would be led by one country over a Project Task Force chaired by the lead country. A consortium of development partners depending upon the development themes involved would support the project. The lead country would provide a Project Management Unit to manage the implementation of the project.																																																																																																
23. Initial Estimated Cost : \$20 Million																																																																																																
24. Implementation schedule:																																																																																																
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="padding: 5px;">Elements</th> <th colspan="3" style="padding: 5px;">2006</th> <th colspan="3" style="padding: 5px;">2007</th> <th colspan="3" style="padding: 5px;">2008</th> <th colspan="3" style="padding: 5px;">2009</th> <th colspan="3" style="padding: 5px;">2010</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Project Preparation</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> </tr> <tr> <td style="padding: 5px;">Social, Economic, Site, other Technical Surveys</td> <td style="padding: 5px;"></td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> </tr> <tr> <td style="padding: 5px;">Site and Strategy Planning</td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> </tr> <tr> <td style="padding: 5px;">Implementation</td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> </tr> <tr> <td style="padding: 5px;">Evaluation</td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> <td style="padding: 5px;">x</td> </tr> </tbody> </table>	Elements	2006			2007			2008			2009			2010			Project Preparation	x	x														Social, Economic, Site, other Technical Surveys		x	x													Site and Strategy Planning			x	x												Implementation				x	x	x	x	x	x	x	x	x	x	x	x	Evaluation										x	x	x	x	x	x
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Evaluation										x	x	x	x	x	x																																																																																	
25. Major Constraints and Risks:																																																																																																
<ol style="list-style-type: none"> 1. Not known but environmental impact and related social studies related to, for example, Indigenous Groups and Resettlement plans will aim at identifying/minimising/mitigating any negative impacts and constraints. 2. Concept inappropriate to some areas and not suitable for tourism development. 3. Environmental impact of development unacceptably high. 4. Development costs very high. 5. Legal and administrative barriers connected with Mekong River works for tourism purposes. 																																																																																																