



Enhancing Heritage Tourism Exchange between Korea & Mekong countries through MoUs



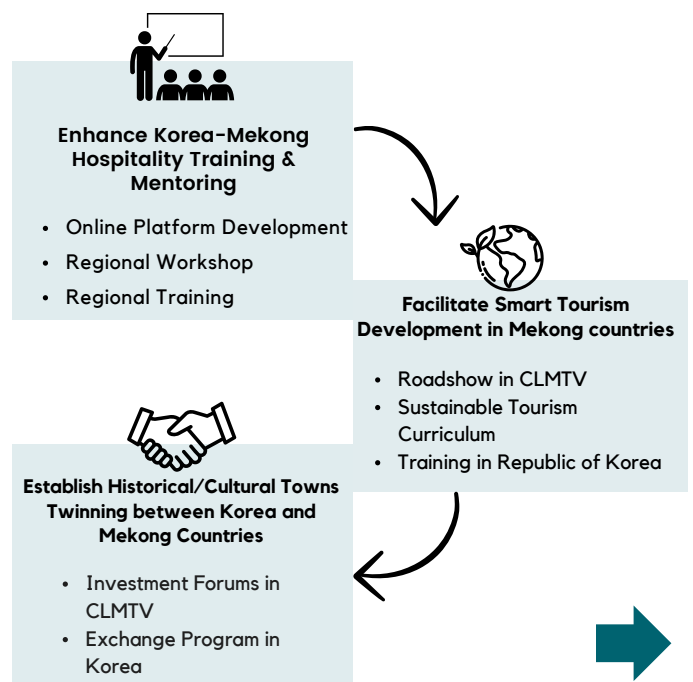
Under Sustainable and Smart Tourism Development in the Mekong Region financed by Mekong-Republic of Korea Cooperation Fund (MKCF) 2020-2023

Mekong Institute (MI), with the support of the Mekong-Republic of Korea Cooperation Fund (MKCF), successfully implemented a three-year project on 'Sustainable and Smart Tourism Development in the Mekong Region' from 2020 to 2023. The project comprised three key components: 1) Facilitating Smart Tourism Development in the Mekong countries; 2) Korea-Mekong Hospitality Training & Mentoring; and 3) Twinning historical/cultural towns between Korea and Mekong Countries.

Twinning activities were initiated among cultural and historical towns/sites in Mekong countries and Korea with similar city characteristics – cultural/historical cities/towns. The objective was to build synergies to transfer sustainable tourism solutions and best practices, and to adopt and adapt smart solutions in the Mekong countries. Public-private partnerships were considered to develop and operate tourist attractions such as natural areas, museums, historic buildings, and theme parks, as well as larger economic infrastru-

-cture and associated services. Partnerships among government, industry associations, development partners, and individual enterprises were strengthened to improve tourism marketing and promotion.

Project activities



During the Exchange Program took place in RoK, three Non-binding Memoranda of Understanding (MOUs) have been signed between Mekong countries and Republic of Korea to promote and collaborate in sustainable and smart tourism development. These agreements prioritize expertise exchange, human resources development, cross-cultural understanding, and celebration of unique cultural aspects. The MOUs include:



← MoU between Seoul City and three Mekong Countries

The Seoul Tourism Association and the Planning, Investment, and Tourism Product Development Office, Siem Reap, the Information, Culture, and Tourism Department, Luang Prabang, the Municipality Office, Ayutthaya. The collaboration scope covers (i) exchange programs; (ii) cultural exhibitions; (iii) sustainable initiatives; (iv) joint marketing campaigns; (v) digital collaborations; and (vi) youth programs. The MoU came in effect from June 27, 2023–June 26, 2028, and can be extended subject to the agreement of all parties.

MoU between Jeonju and three Mekong Countries →

The City of Jeonju and Luang Prabang, Siem Reap, and Ayutthaya signed collaboration scope covers areas such as economy, tourism, culture, education programs. The MoU came into effect from June 27, 2023–June 26, 2025, and shall be automatically extended for one year unless one party informs the others the MoU termination.



← MoU between Korean and Mekong Universities



University and Ayutthaya Vocational College, Regional Polytechnic Institute Techo Sen (RPITS) Siem Reap. The collaboration scope includes (i) internship and apprenticeship programs; (ii) curriculum development and exchange; (iii) exchange programs; (iv) industry certification and licensing; (v) industry expert guest lectures; (vi) site visits and job shadowing; (vii) research partnerships; (viii) professional development; (ix) dual degree programs.

'The regional cooperation promoted by the project has created opportunities for enhancing the sustainable and smart tourism as well as upgrading the quality of hospitality and tourism services in the Mekong countries with the continued support of the RoK in the future'

📍 Mekong Institute (MI)

GMS Intergovernmental Organization
123 Mitrphap Rd., Muang District
Khon Kaen 40002, Thailand