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# 2021 ASEAN-Korea Tourism Capacity-Building Workshop

## The Future of Tourism : Challenges and Opportunities Cambodia & Lao PDR

29 November 2021



ASEAN-KOREA CENTRE



Southeast Asia  
*feel the warmth*

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## PROGRAM

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11:00-11:20	Congratulatory Remarks	<b>H.E. Pak Sokhom</b> , Secretary of State of Tourism of Cambodia
	Congratulatory Remarks	<b>H.E. Ounethouang KHAOPHANH</b> , Deputy Minister of Information, Culture and Tourism of Lao PDR
<b>[Lao PDR Session]</b>		
The Future of Tourism: Changes in tourism consumption trend after COVID-19		
11:20-11:25	[Keynote Address] New Trends in Tourism: How travelers change their travel patterns after COVID-19	<b>Mr. Paul Pruangkarn</b> , Director, Communication & External Affairs, Pacific Asia Travel Association (PATA)
11:25-11:40	Tourism Industry Trends after COVID-19	<b>Mr. Lee Sang-jin</b> , Director, Solution Business, Yanolja
11:40-11:55	Current Tourism Trends and Keywords in Lao PDR	<b>Mr. Khom Douangchantha</b> , Director General, Tourism Marketing Department, Ministry of Information, Culture and Tourism of Lao PDR
11:55-12:10	The Direction of Tourism Policy in the Post COVID-19 era	<b>Dr. Kim Hyun-ju</b> , Research Fellow, Korea Culture & Tourism Research Institute
12:10-12:20	Coffee Break	
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14:30-14:45	Post COVID-19 Tourism in Korea: Focusing on Human Resource Development	<b>Mr. Hwang Seung-hyun</b> , Executive Director, Korea Tourism Organization
14:45-15:00	Human Development Policy in Tourism Sector amid COVID-19 in Cambodia	<b>H.E. TRY Chhiv</b> , Advisor of Tourism & Director, International and Cooperation and ASEAN, Ministry of Tourism of Cambodia
15:00-15:15	Future Tourism Education Strategies: What are the issues and how to prepare	<b>Dr. Shin Hak-seung</b> , Assistant Professor, Hanyang University
15:15-15:35	Coffee Break	
15:40-16:25	[Panel Discussion] Draw up countermeasures for COVID-19 crisis in tourism industry	



## Remarks

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### Opening Remarks

**H.E. Kim Hae-yong**

Secretary General,  
ASEAN-Korea Centre

### Congratulatory Remarks I

**H.E. Pak Sokhom**

Secretary of State of Tourism,  
Kingdom of Cambodia

### Congratulatory Remarks II

**H.E. Ounethouang KHAOPHANH**

Deputy Minister,  
Information, Culture and Tourism of Lao PDR

## **Opening Remarks**

**H.E. Kim Hae-yong**

Secretary General, ASEAN-Korea Centre

## Opening Remarks

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**H.E. Kim Hae-yong**

Secretary General, ASEAN-Korea Centre

H.E. Pak Sokhom, Secretary of State of Tourism of Cambodia, H.E. Ounethouang KHAOPHANH, Deputy Minister of Information, Culture and Tourism of Lao PDR, Distinguished speakers and participants from Cambodia, Lao PDR, Pacific Asia Travel Association (PATA) and Korea, online viewers, and ladies and gentlemen, Good morning.

Let me first extend my warmest welcome to all of you, joining us for “2021 ASEAN-Korea Tourism Capacity Building Workshop” under the title of “The Future of Tourism-Challenges and Opportunities.” Taking this opportunity, I would like to express my gratitude to our co-organizers, Ministry of Tourism of Cambodia, and Ministry of Information, Culture and Tourism of Lao PDR, for your devotion and commitment. My appreciation also goes to all the speakers who are with us today to share their valuable insights to further develop the tourism industry of ASEAN and Korea. I would also like to express my sincere appreciation to the Pacific Asia Travel Association for your unwavering support for today’s event.

There is no doubt that tourism industry is vital to the ASEAN region. Before the pandemic, one-fourth of Cambodia’s total GDP and employment came from tourism sector. Similarly, in Lao, tourism sector accounted for 10% of the total GDP as well as the total employment. Furthermore, about a quarter of new jobs in both Lao and Cambodia were created by travel and tourism from 2014 to 2019. It is without question that a significant part of the ASEAN economy is formed by tourism and travel. However, ASEAN’s tourism industry was put to a stop by the COVID-19. ASEAN, as a whole, saw an 80% decrease in inbound arrivals from the world. While Korea was one of the top 5 countries that travelled to Lao and Cambodia, Korean inbound arrivals in Cambodia and Lao have also decreased by 80% since the pandemic. After two years of shutting down international travel, several countries are now carefully reopening their borders for international tourists. While easing of border restriction is essential for the revival of ASEAN’s tourism industry, it is also crucial that the industry is prepared for the New Normal. Thus, it is timely that ASEAN and Korea co-explore the post-COVID19 tourism trends as well as challenges and opportunities brought by the pandemic.

Against this backdrop, the ASEAN-Korea Centre organized the ‘2021 ASEAN-Korea Tourism Capacity Building Workshop.’ Today’s workshop is composed of 2 sessions, where speakers will share new trends in tourism consumption and the latest technologies and human resource development manuals for tourism professionals. I hope today’s workshop provides you with helpful information to reinvigorate the tourism industry, specifically targeted for Cambodia and Lao PDR.

In closing, I sincerely wish for a rapid recovery of the tourism industry in all ASEAN member states. Being said, I hope that you will all have a pleasant and meaningful time today. And most of all, stay safe and healthy.

Thank you very much.

## **Congratulatory Remarks I**

**H.E. Pak Sokhom**

**Secretary of State of Tourism, Kingdom of Cambodia**

## Congratulatory Remarks I

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**H.E. Pak Sokhom**

Secretary of State of Tourism, Kingdom of Cambodia

H.E Ounethouang Khaophanh, Deputy Minister of Information, Culture and Tourism, Lao PDR  
H.E Kim Hae-Yong, Secretary General of ASEAN-Korea Centre  
H.E Try Chhiv, Advisor and Director of International Cooperation and ASEAN Department  
Excellencies, Distinguished guests, Ladies and Gentlemen! Good afternoon from Phnom Penh, Cambodia!

Firstly, May I express on behalf of H.E. Dr. THONG Khon, Minister of Tourism and my own behalf my profound thanks and sincere appreciation to the ASEAN-Korea Centre for giving me the opportunity to join the ASEAN-Korea Tourism Capacity Building Workshop on “The Future of Tourism: Challenges and Opportunities”. I am highly honoured and greatly delighted to be virtually taking part in the opening ceremony of this important workshop with Your Excellency Deputy Ministers of Information, Culture and Tourism, Lao PDR, Your Excellency Secretary General of ASEAN-Korea Centre, Distinguished guests, Ladies and Gentlemen in all broadcasting platforms.

My high appreciation goes to the ASEAN-Korea Centre for initiating this international event which gathers the key representative of the Ministry of Tourism of the Kingdom of Cambodia, Ministry of Information, Culture and Tourism of Lao PDR, Korean Tourism Organization, PATA, University and institution of the Republic of Korea to share best practices, experiences, views and perspectives on future of tourism amid the current outbreak of COVID-19. This Forum is timely organized and shows the common concerns over the livelihoods, jobs and skills of millions of people impacted by the pandemic. It is timely organized because each country is striving to emerge from the crisis and wishes to enhance the cooperation to a higher level in response to this unprecedented challenge.

Excellencies, Ladies and Gentlemen

I would like to join the views in the previous messages by our guests of honour and acknowledge the severity of COVID-19 impacts on tourism sector. Before sharing Cambodia’s responses to the crisis, may I request my colleagues in this session, to reiterate the solidarity and friendship among ASEAN Member States to combat against this COVID-19 pandemic – which is threatening the achievement of our common vision “2025 ASEAN as a single tourism destination”. We have been very concerned to see the ASEAN region undergo a major decrease of 80.5% in international arrivals and 75.8% in international tourism receipts in 2020 – an unprecedented decline in its history.

Excellencies, Ladies and Gentlemen

In 2020, Cambodia underwent on a dramatic plummet of 80.2% in international arrivals and continued to see a further drop of 91.3% in the first half of 2021, as compared to the same period of respective previous years. A total loss of 330,000 tourism jobs and closures of more than 3,135 tourism businesses were reported up to date.

# Congratulatory Remarks I

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The Royal Government of Cambodia — under the wise and brilliant leadership of Samdech Akka Moha Sena Padei Techo HUN SEN, Prime Minister of the Kingdom of Cambodia — has adopted COVID-19 vaccination policy as key strategy for protecting the lives of Cambodian people and local residents by creating country-wide herd immunity which is going to be the basis for reopening the country in the context of “New Normal”. Until now, the Royal Government of Cambodia has vaccinated to 14 million Cambodians from the age of 5 years old and local residents have achieved 88% of the total population. Given the excellent progress of the vaccination roll-out, Cambodia is well on track to reach the determined threshold by the end of October 2021. More importantly, the Government recently introduced COVID-19 booster dose vaccination policy for the same group of people to ensure the reinforcement and effectiveness of the herd immunity.

With these great efforts and results, I have a great honour and delight to inform tourism associations, private sectors, international tourists, and travellers that starting from 15th November 2021, the Royal Government of Cambodia has permitted the international tourists and foreign travellers who have been fully vaccinated entering Cambodia without quarantine but must comply to the guideline that have indorsed by the Royal Government, the Ministry of Health and the Ministry of Tourism of the Kingdom of Cambodia and We are waiting to warmly welcome the international and foreign tourists to the Kingdom of Cambodia. In preparation for this work, we have been undertaking a lot of precautions, actions and measures. Firstly, we have developed and put in place Safety and Hygiene Protocols as well as the Standard Operating Procedures (SOP) for tourism businesses and facilities. The Protocols and SOP were designed to prevent and mitigate the COVID-19 transmission, thereby enhancing the stability of the business operation and safety for tourists and people. Secondly, the Ministry of Tourism has been conducting online upskilling and reskilling programs for impacted tourism professionals. This will ensure their employability and readiness once the tourism industry restarts. Thirdly, attention has also been given to the development and improvement of new tourism products in Cambodia. A new trend towards eco-tourism, community-based tourism and adventure tourism has emerged, and this requires management that addresses the on-going COVID-19 situation in Cambodia. Fourthly, the Ministry of Tourism has obtained endorsement from the Royal Government for the following key strategic tourism documents: (i) Roadmap for Tourism Promotion and Recovery Plan During and Post COVID-19, 2021-2025, (ii) Regional Tourism Development Master Plan 2021-2035. Currently, we are also in the process of finalizing the Strategic Plan to Reopening for Safe and Green Tourism. These documents will serve as an essential guideline and direction for the recovery of Cambodian tourism sector. Based on these plans and given the current COVID-19 situation under management, Cambodia will be able to further open the country to fully-vaccinated international tourists on a phase-by-phase basis, starting from safe and low-risk destinations.

Excellencies, Ladies and Gentlemen

Please allow me to share my perspectives on the future of ASEAN tourism. While we all acknowledge the huge negative impact of COVID-19 pandemic in our region, I believe ASEAN presents its own potentials and tremendous opportunities for the tourism recovery. With more than 650 million people and an average flight time of 1.5 hrs between each member country, Intra-ASEAN tourism and travel can benefit greatly from this sheer number of potential tourists and strong connectivity. In addition, the ASEAN Comprehensive Recovery Framework further strengthen the ASEAN tourism cooperation, leading to the ASEAN being fully capable of reopening Intra-ASEAN and international tourism with harmonized protocols.

## Congratulatory Remarks I

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Before ending my speech, I would like to draw your attention to the ASEAN Tourism Forum (ATF) 2022, which will be held in Cambodia from 16th to 22nd January 2022 under the theme of “ASEAN: A Community of Peace and Shared Future” toward tourism recovery and reopening our region in a more resilient, sustainable and responsible future. This ATF is going to be one-of-a-kind event for ASEAN as all the conducts and proceedings are going to be particularly different from the previous ATFs, taking into account the COVID-19 pandemic. According to plan, ATF 2022 will provide a platform for the announcement of the reopening of ASEAN tourism.

The COVID-19 pandemic, in my view, is by far the most convincing proof that the world is more interconnected than ever before in the history of mankind. In this sense, cooperation of all levels including national, regional and international, has become one of the core aspects of our daily lives. Having said so, the Ministry of Tourism of Cambodia stands ready for and is open to every opportunity for more bilateral and multilateral collaboration in tourism sector with our ASEAN Member States as well as other country partners in the world.

Finally, I am optimistic that the Capacity Building Workshop will be successfully conducted and provide good result in more relevant insights for tourism. I wish excellencies, distinguished guests, participants ladies and gentlemen to be healthy, safe and prosperous.

Thank you very much!

## **Congratulatory Remarks II**

**H.E. Ounethouang KHAOPHANH**

**Deputy Minister of Information, Culture and Tourism of Lao PDR**

## Congratulatory Remarks II

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**H.E. Ounethouang KHAOPHANH**

Deputy Minister of Information, Culture and Tourism of Lao PDR

Excellency Kim Hae Yong, the Secretary General of ASEAN-Korea Centre  
Excellency Pak Sokhom, Secretary of State of the Ministry of Tourism of Cambodia  
Mr. Alex Macatuno, Head of the Culture and Tourism Unit, ASEAN-Korea Centre.  
Distinguished Speakers, Guests, ladies and gentlemen

First and foremost, on behalf of the Ministry of Information, Culture and Tourism of Lao PDR, we would like to express our sincere thanks and appreciation to ASEAN-Korea Centre for hosting this significant Tourism Capacity Building Workshop with the theme “Future of tourism: Challenges and Opportunities”.

ASEAN-Korea Centre is one of the cooperative partners supporting tourism capacity building workshops for ASEAN Member States. We have highly evaluated the success of the Tourism Capacity-Building Workshop hosted by ASEAN-Korea Centre, which is very useful for strengthening the human resources development in tourism sector. Past years, we have direct flights from Korea to Laos, particularly from Seoul and Busan, which very much facilitated Korean tourists to travel to Laos. From 2015 – 2019, the number of Korean tourists kept increasing and has become one of the major tourism markets of Laos. Laos would like to take this opportunity to thank the ASEAN-Korea Centre for kind support regarding tourism activities in Laos and ASEAN as whole.

Distinguished guests, ladies and gentlemen

As we all know that tourism industry plays an important role to ASEAN Economy generation due to good weather, rich of nature, cultural diversity and the comprehensive cooperation and relations in the region that turns ASEAN to high development comparing to other regions in the world. However, due to Covid-19 pandemic outbreak, tourism industry all around the world have severely been impacted.

Lao PDR has developed the tourism recovery roadmap for 2021-2025 aiming at supporting the recovery of the tourism sector in the wake of the Covid-19 pandemic outbreak by promoting domestic tourism. On the other hand, this road map will provide the guidance to receive international tourists.

This workshop is one of the important activities to upgrade the service quality in Laos as well as in ASEAN. We believe that the expertise of the speakers and the attention of all participants will make our workshop achieve the goals.

Once again, on behalf of the Ministry of Information, Culture and Tourism, we would like to express our sincere thanks and appreciation to the Secretary General of ASEAN-Korea Centre for the close supervision and attend the opening ceremony this time. Thanks to speakers and all participants for your time and attention. Laos stands ready to work and communicate with ASEAN-Korea Centre to further strengthen human resources in tourism sector.

Thank you.



## Executive summary

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### [Lao PDR Session]

### The Future of Tourism: Changes in tourism consumption trend after COVID-19

#### Keynote Address

#### Mr. Paul Pruangkarn

Director,  
Communication & External Affairs,  
Pacific Asia Travel Association (PATA)

#### Presentation I

#### Mr. Lee Sang-jin

Director,  
Solution Business, Yanolja

#### Presentation II

#### Mr. Khom Douangchantha

Director General,  
Tourism Marketing Department,  
Ministry of Information, Culture and Tourism of Lao PDR

#### Presentation III

#### Dr. Kim Hyun-ju

Research Fellow,  
Korea Culture & Tourism Research Institute

## Keynote Address

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### **New Trends in Tourism: How travelers change their travel patterns after COVID-19**

**Mr. Paul Pruangkarn**

Director, Communication & External Affairs,  
Pacific Asia Travel Association (PATA)

## **New Trends in Tourism: How travelers change their travel patterns after COVID-19**

Paul Pruangkarn,  
Director, Communication & External Affairs,  
Pacific Asia Travel Association (PATA)

The Pacific Asia Travel Association (PATA) is a not-for-profit membership-based association that acts as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. By bringing together our private and public sector members, PATA facilitates meaningful partnerships to enhance the value, quality and sustainable growth of travel and tourism to, from and within the Asia Pacific region.

At PATA, we see five trends affecting how travelers are changing their travel patterns after COVID-19.

### **1. Health & Safety**

From PATA's report, *The Impact of Health and Hygiene on post COVID-19 Destination Competitiveness in Asia*, health and hygiene criteria dominate how travelers are evaluating future travel and tourism experiences. Consumers in Asia Pacific reported that compared to trips taken before COVID-19, clear health and safety precautions (72.8%) are more important now than price (36.8%), location (46.3%) or exclusive offers (34.8%) when selecting an accommodation.

### **2. Wellness**

Wellness tourism is travel associated with the pursuit of maintaining or enhancing one's personal well-being. Pre-pandemic, the global wellness economy was worth approximately US\$4.5 trillion, with an average annual tourism expenditure growth (2015-2017) of 6.5%, compared with all tourism at 3.3%. Wellness tourism is set to grow driven by the need for emotional healing from isolation and over working since the onset of the global situation. Destinations and resorts that can provide positive spaces for trauma recovery through wellness programs are well positioned for this long-term trend. All travel is now essentially wellness travel.

### **3. Regenerative Travel**

Regenerative travel is socially and environmentally conscious travel including local culture preservation, environmental conservation, and social sustainability in relation to travel and tourism. According to PATA's latest edition of *Issue & Trends*, sustainability and regenerative travel are now on the top of travel industry's post-pandemic agenda. Social conversations (from social media, online reports, online articles, etc.) towards regenerative travel in the Asia Pacific region is driven by a wide range of sentiment factors advocating diverse travel experiences.

#### 4. Increase in Technological Innovation

Technological Innovation will change travel behavior. An Amadeus survey asked which technology would increase confidence to travel in the next 12 months, with mobile solutions continuing to be the most popular. Top technologies included mobile applications that provide on-trip notifications and alerts (44%), self-service check-in (41%), contactless mobile payments (41%), automated and flexible cancellation policies (40%) and mobile boarding (40%). Travel will also change with the advancement of new technologies such as high-speed rail (e.g., Virgin Hyperloop) and advancements in space travel, such as Blue Origin, which could lead to the advancement of supersonic travel and direct long-haul flights.

#### 5. Bleisure / Workation

As the pandemic hit, the industry saw a shift from international to domestic travel. Combined with the rise of workation/bleisure travel, hotels adapted accordingly (WFH = Work from Hotel). Properties began offering additional amenities to capture this market, including superspeed WIFI, 24-hour gym, all day snacks, self-service laundry, etc. New hotels were even designing their properties around this idea, creating private worklofts and coworking spaces, and offering new types of workation packages. With the rise of remote/virtual workers, these properties will be able to catch a share of the market post-pandemic.

Key Takeaways to consider when looking at travel patterns after COVID-19.

- Health & Safety - A duty of care philosophy adopted to ensure a sustained recovery
- Flexibility – Adapt and evolve to changing circumstances
- Creativity – Think outside the budget

## Presentation I

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### **Tourism Industry Trends after COVID-19**

**Mr. Lee Sang-jin**

Director, Solution Business, Yanolja

## Tourism Industry Trend after COVID-19

Lee Sang-jin,  
Director, Solution Business,  
Yanolja

First of all, I would like to introduce Yanolja and Yanolja cloud. Yanolja is the No.1 online travel agency covering all the travel related categories like transportation, accommodation, leisure activity, ticket, F&B, and shopping, as the most popular SuperApp in Korea.

While Yanolja is a service to change the lifestyle and enhance quality of life, Yanolja cloud is a solution provider for B2B partners and suppliers. Yanolja cloud is one of the largest cloud-based solution, in other words, SaaS providers in the global hotel solution market, and Yanolja cloud has expanded coverage of its SaaS solution into residential, golf clubs, leisure facilities, and F&B. As a leading SaaS company, Yanolja cloud is leading the digital transformation of global travel and hospitality industry, and will help B2B partners achieve automation process and personalized service with a low cost.

Today I would like share three agendas. The first agenda, is when the travel market will return to pre-COVID19 level. The domestic market has recovered almost 80%, and is expected to recover 100% by next year. On the other hand, the inbound and outbound market is expected to recover 50-60% in 2022 and 80-90% in 2023.

Second agenda is about ESG, that is environmental issues. To make a market return to pre- COVID19 level on time, government subsidies are needed to recover and support the market because of the extensive damage already done. But, the problem is that 8% of global CO2 emissions comes from travel industry. Currently, ESG affects only the motor and power generation industries that directly emit CO2, but soon, regulatory policies from an ESG perspective will appear in the travel industry as well.

Third, to prepare for such environmental issues, predictable and diversified process with digital technology should be developed. Although market size of the travel industry is 3 times bigger than the motor industry, R&D investment on the travel industry is only 20% compared to the motor industry. Perhaps now is the greatest opportunity for the global travel industry to develop one step further through technology and turn this current crisis into an opportunity.

## Presentation II

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### **Current Tourism Trends and Keywords in Lao PDR**

**Mr. Khom Douangchantha**

Director General, Tourism Marketing Department,  
Ministry of Information, Culture and Tourism of Lao PDR

## Current Tourism Trends and Keywords in Lao PDR

Khom Douangchantha,  
Director General,  
Tourism Marketing Department,  
Ministry of Information, Culture and Tourism of Lao PDR

The tourism of Lao PDR has been heavily impacted by Covid-19 pandemic outbreak since early 2020. All international checkpoints have been closed and each province within the country was locked down from time to time. Due to these circumstances, there are no international tourists coming to Laos.

The Ministry of Information, Culture and Tourism has closely collaborated with the Lao National Commerce Council to hold consultative meetings to identify and discuss the tourism recovery plan of Laos, which was supported by UNDP. This tourism recovery plan consists of three phases: short, medium, and long term. The most significant issue is to promote domestic tourism, or “Lao Thiao Lao” in Lao language, as a tourism campaign. This is one way in which aviation, tour operators, hotels, and restaurants mutually collaborated to sell as a whole package.

At the same time, the government has considered the travel bubble, particularly the Korea Golf Tour to Laos which is now in the preparation procedure. In addition, we also developed Lao Safe Standard which means hygiene and safety for tourism sector.

To respond to Covid-19, our ministry will develop the Tourism App to track tourists and provide travel information. The application will serve as a good channel to facilitate tourists to access tourism information. We will also focus on human resources development in the tourism sector to reskill and upskill tourism professionals, promote local tourism products, and identify clear policies on tourism management and development by getting more engagement from the public, businesses, and communities.

## Presentation III

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### **The Direction of Tourism Policy in the Post COVID-19 era**

**Dr. Kim Hyun-ju**

Research Fellow,  
Korea Culture & Tourism Research Institute

## The Direction of Tourism Policy in the Post COVID-19 era

Kim Hyun-ju,  
Research Fellow,  
Korea Culture & Tourism Research Institute

COVID-19 has had a huge impact on the tourism sector in many ways. With tourism exchanges between countries suspended, the tourism industry is experiencing an unprecedented crisis. The number of tourists worldwide has decreased by about 80 percent compared to 2019, and in the case of Korea, the number of inbound and outbound tourists has decreased by about 95 percent compared to 2019.

With COVID-19 accelerating changes in the overall tourism environment, the resulting situation has provided an opportunity for the tourism industry to once again search for the industry's direction of innovation and digitization. The changes in the tourism environment resulting from COVID-19 include the increasing importance of hygiene and safety, digital transition, growing demand for innovative growth, the rise of sustainable tourism, and the creation of a crisis management system. Therefore, the basis of the future tourism policy is expected to emphasize the multifaceted values of innovation-based growth, sustainability, and inclusion.

Here, innovation is centered on restructuring and digital transition across the tourism industry, while sustainability aims for sustainable tourism development, such as responding to changes in the climate environment. In addition, it is necessary to practice cooperation and coexistence by embracing the underprivileged behind the scenes of growth.

In consideration of such changes, I would like to suggest the direction of tourism policy in the post-COVID-19 era in four main areas:

The first is the evolution and innovative growth of the tourism industry. To realize this, it is necessary to break away from the traditional business model and growth methods centered on the startup ecosystem. Instead, it is important to strengthen the digital capabilities of tourism companies. To discover new business models for the tourism industry and to build an innovative ecosystem, we need to increase support for R&D and strengthen the innovation capabilities of tourism companies.

Second, we need to implement qualitative changes in domestic tourism based on inclusion. To improve the quality of the domestic tourism experience in the wake of COVID-19, it is necessary to create an enhanced model for existing policies and discover new policy measures. In addition, we must support domestic tourism activities that everyone can enjoy to promote the value of inclusion. A system for carbon reduction in tourist destinations and tourism facilities is required for prompt responses to climate and environmental changes.

Third, it is necessary to secure a competitive advantage for high-value-added tourism. As we look forward to the countries worldwide lifting travel restrictions, we need to restructure the policy promotion system in preparation for the resumption of safe international tourism exchanges. Moreover, it is important to create tourism products in Korea that would generate more value-added and promote local tourism to entice foreign tourists to visit and stay in regions outside of Seoul. In addition, it is necessary to strengthen the cooperation network and basis for international tourism to prepare for potential crises in tourism.

Fourth, we must support sustainable tourism led by regional areas. It is necessary to lay the foundation for region-led tourism policy by discovering agents with the capacity to promote local tourism and by creating an institutional basis to implement related policies. In addition, we need to enhance the competitiveness of the regional tourism industries by laying the groundwork for developing appealing tour programs and tourism destinations in the localities.



## Executive summary

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### [Cambodia Session]

**Challenges and Opportunities:  
Embracing the changes and exploring the challenges  
in COVID-19 era focusing on human resource development**

#### **Presentation I**

**Mr. Hwang Seung-hyun**

Executive Director,  
Korea Tourism Organization

#### **Presentation II**

**H.E. TRY Chhiv**

Advisor of Tourism & Director,  
International and Cooperation and ASEAN,  
Ministry of Tourism of Cambodia

#### **Presentation III**

**Dr. Shin Hak-seung**

Assistant Professor,  
Hanyang University

## Presentation I

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### **Post COVID-19 Tourism in Korea: Focusing on Human Resource Development**

**Mr. Hwang Seung-hyun**

Executive Director, Korea Tourism Organization

## **Post COVID-19 Tourism in Korea: Focusing on Human Resource Development**

Hwang Seung-hyun,  
Executive Director,  
Korea Tourism Organization

The 4th Industrial Revolution and more recently, the spread of COVID-19 globally has precipitated massive social and economic change, and the tourism industry has been no exception. The tourism industry is a major service industry that revolves around people and experiences, and recent socio-economic changes have critically impacted personnel training and development.

The Korea Tourism Organization (KTO) seeks to deliver on latest tourism trends -namely personalization and convergence of ICT and tourism - through strategic transitions in the HR training and development projects.

The industry's personnel are highly connected via the Web and lifelong learning has been a staple need within the industry. However, until very recently, they did not have access to an industry-specific web-based training and education system. In 2020, KTO launched an integrated e-learning platform to provide an exhaustive collection of educational contents in tourism including job training and latest trend analyses made accessible to personnel currently working in tourism or seeking future opportunities in tourism.

In 2020, we also began our future leader development training to foster ICT-empowered human resources in tourism, with the aim of encompassing the rapidly growing platforms. Through it, we aim to foster capable individuals with comprehensive understanding of tourism and its relevant ICT needs. This includes Big Data, digital marketing capabilities, tourism venture, and general ICT literacy.

As these efforts bear fruit, we will lead the digitalization of the tourism industry and nurture next-generation leaders with the capacity to adjust and excel in this rapidly changing environment.

## Presentation II

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### **Human Development Policy in Tourism Sector amid COVID-19 in Cambodia**

**H.E. TRY Chhiv**

**Advisor of Tourism & Director, International and Cooperation and ASEAN, Ministry of Tourism of Cambodia**

## Human Development Policy in Tourism Sector amid COVID-19 in Cambodia

TRY Chhiv,  
Advisor of Tourism & Director,  
International and Cooperation and ASEAN,  
Ministry of Tourism of Cambodia

Cambodia is an unforgettable destination rich in history, culture, and natural beauty. Cambodia: Kingdom of Wonder has great potential in the development of tourism based on its rich "Cultural and Natural" resources, unity, political stability, security, and safety. Tourism is essentially considered to be the "Green Gold", a major element of green economic development, since the sector revenue is instantly inducted into the national economy, thus enhancing Cambodia's gross domestic product (GDP). In particular, Cambodia tourism in 2019 achieved 6.6% growth, created more than 630,000 direct jobs, and added more than 12% to the national GDP. In the first seven months of 2021, Cambodia received about 110,000 international tourists, a decrease of 90.6% compared to the same period in 2019. It has been very fortunate that Cambodia still has a significant internal tourism movement. In 2020, there were about 7 million domestic tourists, a decrease of 36.1%, and in the first six months of 2021, there were about 1.7 million.

The Ministry of Tourism considers training and development of human capital, a fundamental strategy of strengthening service quality that ensures higher levels of tourist satisfaction, and increased productivity. Training and development is strengthening our competitive advantage, stimulating creativity and innovation at all levels, and ensuring sustainable development and inclusive growth. The Ministry of Tourism is encouraging tourism skill training/education to all tourism operators in the supply chain. These includes in-house training for officials at border checkpoints, airport, transportation, tourist guides, hotels, restaurants, travel agencies, resorts, spa and wellness, community-based tourism, and other tourism related service personnel.

As a strategy to promote sustainable tourism, the Ministry of Tourism has placed a high priority on human resources development to bring high-qualified professionals in line with national and ASEAN standards. At the regional level the ASEAN Mutual Recognition Arrangement on Tourism Professionals (MRA-TP) was signed by ASEAN Tourism Ministers in November 2012. ASEAN MRA-TP is one of ASEAN's initiatives designed to enable the mobility of employment for skilled tourism labour across the ASEAN Region. The key of this arrangement is to recognize the skills and qualifications of tourism professionals in ASEAN nations, with the ultimate goal to make ASEAN a quality tourism destination. MRA-TP provides equivalence of tourism certification procedures and qualifications across ASEAN. With recognition of each other's qualifications, ASEAN Member States will facilitate mobility of tourism labour across the region and enhance competitiveness of the tourism sector in ASEAN.

In this context, the Ministry of Tourism has introduced and put in place the Common ASEAN Tourism Curriculum (CATC) into the training program of various tourism training providers. As a result, students who complete the ASEAN tourism training program will be able to obtain a regionally recognized certification under the MRA-TP framework. This will enable our Cambodian tourism labour to seek employment opportunities within and across Southeast Asia. Furthermore, during the pandemic the Ministry has been setting up the new hybrid platform for the tourism schools. This is to proceed with upskilling and reskilling the tourism professionals towards the new normal protocol for the post COVID-19 and to ensure that the students, tourism professionals can continue their long-life learning in accordance with the standard.

## Presentation III

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### **Future Tourism Education Strategies: What are the issues and how to prepare**

**Dr. Shin Hak-seung**

Assistant Professor, Hanyang University

## **Future Tourism Education Strategies: What are the issues and how to prepare**

Shin Hak-seung,  
Assistant Professor,  
Hanyang University

The landscape of hospitality and tourism higher education is altering dramatically. Along with the 4th industrial revolution, internationalization and advanced technology are the main forces behind most changes occurring. In addition, COVID-19 has changed the face of the industry like never before, wiping out millions of businesses and changing the way that the industry operates in terms of human resource development.

Historically, most tourism educations have focused on theory-based learning that emphasizes in-class activities for knowledge acquisition. There has been a clear boundary between the domain of tourism and other subjects, which indicates that those who study or major in tourism are supposed to mainly take tourism or hospitality-related classes with fewer opportunities to learn subjects in other fields. These traditional formats of tourism education need to be changed to successfully address the new industrial trends based on the fourth industrial revolution, the COVID-19 pandemic, the growing emergence of disruptive innovations, and transforming travelers' & employees' needs.

To successfully deal with these transformative changes, tourism educators need to consider the following five key education strategies in designing education programs. First, creativity, systemic thinking, and empathy will be core skills for tourism workers. In a feeling economy in which human employment and wages are more attributable to feeling tasks and jobs (Rust and Huang, 2021), educational institutions need to place creativity and innovation first as the most important competence followed very closely by customer focus (UNWTO, 2019). Second, field-based industry-coupled problem-based learnings need to be designed for tourism students to grasp a greater level of real-life business contexts. Third, there should be further convergences in tourism education with other fields and subjects, such as data analytics and technologies. Fourth, it's time to redefine the goal of tourism education by emphasizing job creation instead of job seeking. Tourism students should have more opportunities to develop their own tourism businesses instead of finding a job after graduation. Lastly, borderless online education and platform-based tourism learning are unavoidable trends that we must be ready to adopt and use for our students. ASEAN countries and South Korea may consider providing joint online exchange programs for tourism students.

## Panel discussion summary

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### [Lao PDR Session]

**The Future of Tourism:  
Changes in tourism consumption trend after COVID-19**

### [Cambodia Session]

**Challenges and Opportunities:  
Embracing the changes and exploring the challenges  
in COVID-19 era focusing on human resource development**

## Lao PDR Session

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### [Panel Discussion]

#### The Future of Tourism, its changes and challenges

**Q: Moderator → Mr. Lee Sang-jin**

Although the need to adopt digital technology are common for both tourism industry and the motor industry, the two are different industries. What made you compare the two industries in particular?

**A: Mr. Lee Sang-jin**

The motor industry was an example of an industry where we are seeing rapid changes reflecting the ESG trend. Likewise, the tourism industry ought to take preemptive changes to take lead in the shifting trend, rather than following passively. The industry must make preparation ahead of time, like the motor industry.

**Q: Moderator**

The programs suggested by Yanolja company could be adopted by the tourism industry. Are there any programs available by the SMEs in the tourism industry?

**A: Mr. Lee Sang-jin**

The Yanolja provides a cloud-based SaaS for SMEs, that enables SMEs to use OTA connectivity easily. This allows the SME customers to access our solution at a much lower cost. We have subsidiaries in India and Southeast Asia as well, thus SMEs in the ASEAN region can utilize our solution as well.

**Q: Moderator → Dr. Kim Hyun-ju**

In addition to government policies, private sector's role is also very important to enhance the quality of local tourist destination. How can we attract the investment of the private sector to local destinations?

**A: Dr. Kim Hyun-ju**

To attract the investment of the private sector, the local infrastructure needs to be there so that the private stakeholders can see the potentials. Hence, local-based organizational structure needs to be developed first to incentivize the private sector to make investments.

**Q: Moderator → Mr. Khom Douangchantha**

Lao PDR has suffered from overtourism before the pandemic. Once tourism revitalizes, overtourism will once again be a challenge. How will Lao PDR prepare for this issue?

**A: Mr. Khom Douangchantha**

The government can raise the awareness within the country and implement policies. Currently, Lao PDR has the 'Tourism Recovery Roadmap 2021-2025' supported by UNDP, and the Tourism Marketing Plan 2022-2023 supported by the ADB. With these policies the country is trying to campaign and implement natural base tourism.

## Lao PDR Session

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**Q: Moderator → All**

Which is more sustainable: 1) Staying at home during the holidays; or 2) going on a trip?

**A: Dr. Kim Hyun-ju**

Achieving sustainability in tourism would be the optimal option. Consumers must be aware of the environmental issues and take a responsible behavior in the post-COVID tourism. The suppliers can work on reducing carbon emission and providing clean services. If this is possible, traveling can be more sustainable than staying at home.

**A: Mr. Lee Sang-jin**

Deciding what is more sustainable will depend not on the place, but more on the activities one engages in. Some people can waste a lot of more energy and emit more carbon gas at home, while being well disciplined and environmentally safe when traveling vice versa. Therefore, developing environmental-friendly tourism is important for the future.

**Q: Moderator → All**

Any parting words for the ASEAN-Korea Tourism Capacity-Building Workshop?

**A: Mr. Lee Sang-jin**

Traveling will never die.

**A: Dr. Kim Hyun-ju**

The strength of collective wisdom is what we need for the post-COVID tourism.

**A: Mr. Khom Douangchantha**

I wish for the bright future of tourism, cooperation among ASEAN member states, and the support of the ASEAN-Korea Centre.

## Cambodia Session

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### [Panel Discussion]

#### Draw up countermeasures for COVID-19 crisis in tourism industry

**Q: Moderator → All**

How do you converge with the private sector, government, and the academia, in terms of developing and promoting human capital programs?

**A: Dr. Shin Hak-seung**

Convergence of diverse sectors is crucial to a successful human capital development. It is also important to ensure that there is no gap between the skills provided, and the skills needed. The government sector would provide education for private sectors, but in the process, it is often that we find mismatches in what is provided and what the industry requires.

**A: H.E. Try Chhiv**

In the case of Cambodia, the human resource development in the tourism industry is mostly top-down. The government would lay down standards, policies and regulations on the training mechanisms, courses, and curriculums that the private sector can follow and implement. These efforts should be continued and strengthened even after the pandemic to align the private sector with the shifting trend.

**Q: Moderator → H.E. Try Chhiv**

Does Cambodia have any programs that would help in enhancing tourism worker's digital skills?

**A: H.E. Try Chhiv**

The Ministry of Tourism has adopted and implemented policies on digital tourism. First, we provide license to tourism operators through digital platform. Second, utilize digital platform in tourism to enhance digital literacy.

**Q: Moderator → Dr. Shin Hak-seung**

Why aren't there many start-ups in the ASEAN region in Korea compared to the US and Europe? How can we encourage students to become future entrepreneurs?

**A: Dr. Shin Hak-seung**

I believe the difference originated from different views toward the tourism industry. While in the US, tourism industry is regarded as a unique sector requiring advanced skills and analytics. In Korea it is regarded as one of the service industries with less innovation and transformation. We need to teach tourism students that there are potentials, and we need provide students with opportunities to interact with other different fields of studies.

## Cambodia Session

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**Q: Moderator → Mr. Hwang Seung-hyun**

Would you like to share us more about 'HOME' and how to encourage our stakeholders to go with this HOME program?

**A: Mr. Hwang Seung-hyun**

- 1) H(Healthcare) - KTO is considering 'wellness tourism', for healthcare related tourism programs.
- 2) O(Online), M(Manless) – Many of Korean travel agencies are SMEs that experience difficulties in adapting to new environments. Also, because of the coronavirus, it's not easy for us to contact people face to face. Hence, digitalization is important more than ever before.
- 3) E(Economy at home) - Especially in South Korea, the economy at home is expanding. So we need to consider this in preparing for the future of tourism.

**Q: Moderator → All**

How can we monitor and evaluate the trainee's achievements?

**A: Dr. Shin Hak-seung**

We cannot quantitatively evaluate the performance because hospitality and tourism services are characterized as hedonic services. Thus, the evaluation must be done both quantitatively and qualitatively.

**A: Mr. Hwang Seung-hyun**

To assess the outcomes, we have been trying to get information from the trainee, and organizations after the training.

**Q: Moderator → All**

What other available opportunities are there for our "trained" tourism professionals? Where can they apply these knowledges and skills?

**A: Dr. Shin Hak-seung**

Trainees must expand their knowledge to different fields of studies like data analysis. This can help them start new businesses with data-based decisions.

**Q: Moderator → All**

How should tourism be shaped in response to technological change?

**A: H.E. Try Chhiv**

When it comes to tourism training, technological changes affect the education platform, but it will not change to content of the training system. CBT - competency-based training - will still be the key in tourism education. So, it is important to keep the core of the training system even if the conveying platform changes.

## Cambodia Session

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**Q: Moderator → All**

Any parting words for the ASEAN-Korea Tourism Capacity-Building Workshop?

**A: H.E. Try Chhiv**

Digitalization will bring in more prosperity and more productivity.

**A: Mr. Hwang Seung-hyun**

For all tourism industry stakeholders, unite and withstand the COVID-19.

**A: Dr. Shin Hak-seung**

The importance of quality-driven sustainable approach.

## Summary of the workshop

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### [Lao PDR Session]

**The Future of Tourism:  
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### [Cambodia Session]

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Embracing the changes and exploring the challenges  
in COVID-19 era focusing on human resource development**

## Summary of the Lao PDR Session

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**COVID-19 pandemic has greatly affected travel and tour industry. Number of tourists decreased, and businesses and tourism professionals were highly impacted. Key points discussed by distinguished speakers to facilitate the recovery of the industry:**

1. Strengthen innovation and digital capabilities of tourism companies and discover business models in response to the changes in the climate environment.
2. Government subsidies required to support the market by prioritizing research and development to diversify tourism process and policy development using digital technology.
3. Develop policies and implement inclusive hygiene and safety protocols, raise awareness on sustainable tourism guidelines, and create a crisis management system for tourism activities and destinations.
4. Create tourism products that will promote domestic tourism to entice not only local tourists but foreign guests to visit the destinations outside of the cities.
5. Enhance the competitiveness of the regional tourism industries and restructure the promotion system for a safe international tourism exchange.
6. Participate in the development the global travel industry through technology and turn this current crisis into an opportunity.

## Summary of the Cambodia Session

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**Tourism jobs empower people, improve quality of life, and recognizes peoples' value and worthiness. Millions of jobs and businesses are dependent on tourism and travel-related sector and the core value are human capital, the tourism professionals.**

1. Re-think ways to make human capital resilient, productive, creative, innovative, competitive, sustainable, and inclusive.
2. Enhance students and tourism professionals' skills, upskilling and reskilling in the new normal protocol within context of regional standards and trainings compliant with the national and ASEAN frameworks.
3. Educators and academe "paradigm shift" on designing education programs. This strategy will include programs on
  - 3-1. Creativity, systematic thinking, and empathy: Core skills for tourism workers
  - 3-2. Field-based, industry-coupled, problem-based learnings for tourism students to better grasp real-life business contexts
  - 3-3. Convergence in tourism education with other fields and subjects, such as data analytics and technologies
  - 3-4. Redefine the goal of tourism education by emphasizing job creation instead of job seeking, providing more opportunities for students to develop their own tourism business and be the employer instead of employee.
4. To be prepared, ready and accept new trends on borderless online education while strengthening the joint online exchange programs for tourism students.



## Participants list

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**[Lao PDR Session]**

**The Future of Tourism:  
Changes in tourism consumption trend after COVID-19**

**[Cambodia Session]**

**Challenges and Opportunities:  
Embracing the changes and exploring the challenges  
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## Participants list of the Lao PDR Session

No.	Name	Organization
1	Alichith Phengsavanh	Angsana Maison Souvannaphoum
2	Ammany PHOMMASONE	JALUX AMZ DUTY FREE CO., LTD
3	Bounfaeng Chittaphone	Maisondalabua Hotel
4	Bounkham Chaleunphol	Kiridara Hotel
5	Chanmala Bounnaphol	Victoria Xiangthong Palace
6	Danien Dysakoun	Global Vision
7	Khamdee Souliphone	Lao Tourist Guide Association
8	Khamsone Dalavong	LPB TOUR GUIDE SOCIETY
9	Khattaphone PHOMMAPANGNA	Louangprabang Chamber of Commerce and Industry (LPBCCI)
10	Kitouna SANTIVONG	IMCT, Ministry of Information, Culture and Tourism
11	Lucky SATSADA	National University of Laos
12	Maichanh PHONSAVATDY	Family Tour Company
13	Meekham Chanpaseuth	MK Spa & Massage
14	Mon Khamphavongsa	Haesung Tour Sole co.,ltd
15	Phetmany Soulignong	Maison Souvannaphoum Hotel
16	Phonexay Keuthbounmany	Belmond Hotel
17	Phouthone DALALOM	Hospitality and Tourism Training Division, Ministry of Information, Culture and Tourism
18	Porvang TOUTIDUANGMANEE	Angsa Maison Souvannaphoum
19	Ratsamee SISOULITH	Amantaka Hotel
20	Sengdavone OUANVILAY	Sengphet Development Construction Group Sole Co,Ltd
21	Somchit Phongpasirt	Maisondalabua Hotel
22	Somnuek Bounsa	Mydream Resort
23	Somphong SOMPHETPONE	Maison Dalabua Hotel
24	Somphonniyom PHONEVANTHA	Lao International College
25	Somruthai Douangaphaymani	Lighthouse Tour
26	Somsamay SOUMPHONPHAKDY	Savanakhet Technical and Vocational College
27	Somxay CHONGHEUMOUA	Ministry of Information Culture and Tourism
28	Somxay SOURIGNOSACK	PTP
29	Soulisack THAMMAVONGSAVANH	Laos Hospitality Consulting
30	Soupha Rawady	Pakay Consultancy
31	Souvit Chuekongya	Wildlife Conservation Society (WCS) in Nam Et-Phoulouey National Park
32	Thidsady KEONARY	H.I.S. LAO CO.,LTD
33	Thipaksone Boulom	Manda De Laos
34	Thonglome Keomanyvanh	Company
35	Thounsavath SAMOUNTY	Tourism Marketing Department
36	Vilayvone DALAVONG	Asia Reveal Tour
37	Virakhan XAYXANA	IMCT, Ministry of Information, Culture and Tourism
38	Vongdeuan KEOSULIVONG	Tourism Marketing Research Division. Ministry of Information, Culture and Tourism

## Participants list of the Cambodia Session

No.	Name	Organization
1	Am Bunthan	World Youth Tourism and Hospitality School
2	Chea Poath	Dream Training center
3	Chea Sokhy	Salabai Hotel School
4	Chhay Sothy	Ecole Paul Dubrulle
5	Chhay Kimhuon	NCTP Secretariat
6	Chhean Sokphal	Cambodia Tourism National School (CTNS)
7	Chheang Vannchai	Techno Sen Polytechnic institute (SR)
8	Chhim Saroeun	NCTP Secretariat
9	Chhoeun Samrach	Thalias Hospitality Group
10	Chhun Monyrath	Ecole Paul Dubrulle
11	Chou Sam Ol	World Youth Tourism and Hospitality School
12	Christine Uy	PSE Tourism and Hospitality Institute
13	Chum Phirun	Cambodia Tourism National School (CTNS)
14	Dom Sambo	Spoon Cambodia Organization
15	Duch Sareth	Cambodia Association of Travel Agents
16	Emma Duyck	Salabai Hotel School
17	Eng Raksa	Sunway Hotel
18	Hem Dany	One More Restaurant
19	Hor Nika	Naga Academy
20	Hun Sophea	Cambodia Hotel Association (CHA)
21	Im Dararithy	NCTP Secretariat
22	In Sokunthea	Sunway Hotel
23	Khoun Tola	Le Tonle Training Center
24	Khun Prak	PSE Tourism and Hospitality Institute
25	Lach Sovy	Salabai Hotel School
26	Leang Mesa	Hotel Emion
27	Mao Savath	Cambodia Association of Travel Agents
28	Mao Kimhuoy	NCTP Secretariat
29	Morn Chimmor	Le Tonle Training Center
30	Nak Channoline	Cambodia Tourism Federation
31	Pan Sothea	Cambodia Chef Society
32	Phan Roth	Cambodia Japan Friendship Technical Education Center (CJFTEC)
33	Roeun Senghab	NCTP Secretariat
34	Sam Sophorn	KVL Hotel
35	So Puthrangsei	Cambodia Japan Friendship Technical Education Center (CJFTEC)
36	Sok Sovithy	Resident Sokha PP Hotel
37	Sok Sophy	Salabai Hotel School
38	Song Teng	Cambodia Chef Society

## Participants list of the Cambodia Session

No.	Name	Organization
39	Sor Roearng Rin	Dream Training center
40	Teav Rith	Spoon Cambodia Organization
41	Thit Syno	One More Restaurant
42	Thong Soriaphorn	Norton University
43	Tok Bunthoeun	J7 Hotel
44	Ung Rithy	Bayon Education Organization
45	Vour Kimheang	Techno Sen Polytechnic institute (SR)
46	Weng Aow	Dara Airpot Hotel
47	Yem Nary	Buildbright University
48	Yeng Seakya	Sunway Hotel
49	Yok Settha	Thalias Hospitality Group
50	Yun Chamrong	Bayon Education Organization