

2010~ (13-8D)

Project Name:	<i>Laos Pilot Program for Narrowing the Development Gap Towards ASEAN Integration Tourism Promotion Component</i>		
Country:	Laos		
Status:	Solo		
Project Duration:	Current Year	Start Date:	End Date:
FY 2010	1 st Year	2011.2.16	2012.3.30
FY 2012	2 nd Year	2012.4.27	2013.4.30
FY 2013	3 rd Year	2013.6.28	2014.3.31
FY	4 th Year (Final)		
Assignment Description:			
<p>The 10 ASEAN Member States are working on establishing the ASEAN Community by 2015, as declared in the ASEAN Charter of December 2008, and have adopted various action plans towards that goal. In particular, narrowing development gap among states is one of the most important tasks towards the ASEAN integration.</p> <p>This project is one of the components aiming at contributing to the establishment of a mechanism for ‘tripartite cooperation’ among JICA, ASEAN and the Government of Lao PDR through development cooperation in the “tourism”, “agricultural” and “environmental” sectors.</p> <p>Tourism is one of the most promising industries in Lao PDR and is one of the priority areas for the revitalization of the regional economy. This was set forth in the ASEAN Economic Community (AEC) blueprint, an action plan towards the ASEAN integration. The Government of Lao PDR also designated 2012 as the “Visit Laos Year 2012” and implemented various action plans to attract foreign tourists and raise awareness of tourism among the Lao people.</p> <p>For achieving these goals, the project will support 1) public-private joint tourism marketing and promotion activities by using tourism resources of Lao PDR appropriately and sustainably, including support to implement “Visit Laos Year 2012”, 2) the implementation of pilot projects, which aim at making appropriate and sustainable uses of tourism resources and contributing to local communities through the collaboration of LNTA and PTDs in selected provinces, and 3) increasing awareness of experiences derived from pilot projects as models for other areas and provinces.</p>			