

October 27, 2017
ASEAN-Japan Centre

**AJC held “Tourism Marketing Seminar” in Lao PDR and Cambodia
~ For tourism product targeting Japanese tourists and development of MRA-TP ~**



Left: Seminar in Lao PDR on October 3, 2017 / Right: Seminar in Cambodia on October 6, 2017

The ASEAN-Japan Centre (AJC), an intergovernmental organization of the 10 ASEAN¹ Member States and Japan based in Tokyo, held "Tourism Marketing Seminar" on October 3, 2017 in Vientiane, Lao PDR and on October 6, 2017 in Siem Reap, Cambodia. The objectives of the seminars were to provide necessary knowledge to attract Japanese tourists and to make report on the implementation of MRA-TP (Mutual Recognition Arrangement on Tourism Professionals) in tourism and hospitality industries.

As many as 82 people and 124 people in tourism and hospitality industries attended these seminars respectively. In Lao PDR, presentations were given on the methods to attract Japanese tourists and implementation on MRA-TP. In Cambodia, the Minister of Tourism explained the bilateral relationship between Japan and Cambodia in the tourism sector in the opening remarks; and an open forum was organized on tourism product development and marketing communication to increase Japanese tourists to the country.

Through the seminars, participants learned some useful points in attracting Japanese tourists: they include, for example, studying tour brochures distributed in Japan gives useful information to attract

¹ ASEAN (Association of Southeast Asian Nations) is a regional cooperative organization established in 1967. The Member States of 10 countries in the Southeast Asia include Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam, and the total population counts more than 630 million.

Japanese customers, incorporating tastes of Japanese tourists, especially senior and young female customers, into their tour products; and knowing better the strategies of Japanese tour agencies that may sell their tour products. As for MRA-TP, the participants shared common understanding on the benefits of the system, so that it not only expands job opportunities of tourism stakeholders but also increases credibility of their own skills by understanding and acquiring mutually recognized qualifications in the region. It was presented that MRA-TP would contribute to improving the quality of tourism human- resources of the region as a whole.

The seminars were held as part of the Centre's efforts to promote CLMV (Cambodia, Lao PDR, Myanmar and Vietnam) tourism, following the one in Myanmar in March 2017. With the conviction that tourism contributes to sustainable development through generating income and employment in the community and enhances the ASEAN integration through people-to-people exchanges, among others, the Centre will continue its activities for further attracting Japanese tourists to CLMV.

▼ **Tourism Marketing Seminar 2017 in Lao PDR and Cambodia**
<http://www.asean.or.jp/en/tourism-info/20171016/>

<< **ASEAN-Japan Centre** >>

The ASEAN-Japan Centre is an intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan.

URL : <http://www.asean.or.jp/en/>

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