

December 28, 2018
ASEAN-Japan Centre

AJC organized tourism marketing workshop/seminar in Vietnam and Myanmar
~ For tourism products targeting Japanese tourists and development of MRA-TP ~



Left: Workshop in Vietnam on November 27, 2018 / Right: Seminar in Myanmar on November 30, 2018

The ASEAN-Japan Centre (AJC), an intergovernmental organization of the 10 ASEAN¹ Member States and Japan based in Tokyo, organized tourism marketing workshop/seminar in Ho Chi Minh City, Vietnam on November 27, 2018, and in Mandalay, Myanmar on November 30, 2018.

The workshop/seminar were held as part of the AJC's efforts to promote tourism in CLMV (Cambodia, Lao PDR, Myanmar and Vietnam). With conviction that tourism contributes to sustainable development through generating income and employment in communities and enhances the ASEAN integration through people-to-people exchanges, the AJC has been implementing activities to further attract Japanese tourists to CLMV destinations.

The workshop/seminar were held with the aim of providing tourism stakeholders in Vietnam and Myanmar with the latest information and necessary knowledge to attract Japanese tourists and encouraging the implementation of MRA-TP (Mutual Recognition Arrangement on Tourism Professionals) in the ASEAN regions.

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 650 million.

69 and 118 people from the local tourism and hospitality industries attended the workshop/seminar in Vietnam and Myanmar. In Vietnam, the workshop started off with the presentation by the AJC on its activities pertaining to tourism development in Vietnam; which was followed by presentations on how to develop tourism products for Japanese market, introduction of sustainable tourism products and lecture on the implementation of MRA-TP for travel industry of the ASEAN region. Meanwhile, the seminar in Myanmar included presentations on use of SNS, analysis on Japanese tour brochures and marketing tips to attract Japanese tourists, UNWTO's activities in Myanmar, as well as implementation of MRA-TP as part of vocational capacity development in a tourist site.

Through the workshop/seminar, participants learned the importance of product development based on trends and preferences of each age group in order to attract more Japanese tourists. They learned that it is effective for marketing to introduce the local attractions through interaction with the people, taking advantage of the indigenous tourism assets, rather than simple introduction of tourist sites; and analysis of travel brochures distributed in Japan will help learn more about tastes of Japanese tourists. As for MRA-TP, the participants deepened their understanding on the benefits of the system, acknowledging that acquiring mutually recognized qualifications in the region serves to leverage and nourish the local tourism human-resources, which contributes to the growth of the tourism industry of the region as a whole.

▼ **Tourism Marketing Events in Vietnam and Myanmar**
<https://www.asean.or.jp/en/tourism-info/20181219/>

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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 : <https://www.asean.or.jp/en/>

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