

MEKONG TOURISM: COMPETITIVENESS & OPPORTUNITIES



Editors: Andrew Adam and Mingsarn Kaosa-ard

CONTENTS

Acknowledgements	v
Map of the Greater Mekong Subregion	vi
Facts of the Greater Mekong Subregion	vii
Images of the Greater Mekong Subregion	ix
Introduction	xxv

Part I: Tourism Competitiveness and Development

1. <i>Tourism Competitiveness in the Greater Mekong Subregion</i> <i>Mingsarn Kaosa-ard and Akarapong Untong</i>	3
2. The China Factor in GMS Tourism <i>Zhang Wen, Huang Yuli, and Zhu Weixia</i>	17

Part II: Benchmarking Mekong Tourism

3. Benchmarking Mekong Tourism <i>Mingsarn Kaosa-ard</i>	41
4. Benchmarking Mekong Tourism: A Case Study of Cambodia <i>Men Prachvuthy</i>	59
5. Benchmarking Mekong Tourism: A Case Study of Lao PDR <i>Thavipheth Oula</i>	83
6. Benchmarking Mekong Tourism: A Case Study of Thailand <i>Akarapong Untong</i>	101
7. Benchmarking Community-Based Tourism Management in Thailand <i>Korawan Sangkakorn</i>	117
8. Perceptions of Thailand as a Tourist Destination <i>Jerome Agrusa</i>	135

Part III: Logistics and Investment

- | | |
|--|-----|
| 9. Tourism Logistics: A Case Study of Yangon, Myanmar
<i>Hpone Thant</i> | 161 |
| 10. Tourism Logistics: A Case Study of Ho Chi Minh City,
Vietnam
<i>Dang Minh Phoung</i> | 177 |
| 11. Tourism Investment in Vietnam
<i>Pham Trung Luong</i> | 189 |

Part IV: Management of Cultural Tourism

- | | |
|---|-----|
| 12. Tourism and Luang Prabang's Cultural Heritage
<i>Vongdavone Vongxayarath</i> | 201 |
| 13. The Politics of Ethnic Tourism in Northern Thailand
<i>Prasit Leepreecha</i> | 223 |
| 14. Visitor Management at Angkor Archaeological Park
<i>Andrew Adam</i> | 247 |
| Conclusion | 267 |
| Appendix – GMS Benchmark Tables | 277 |