



Viet Nam: GMS: Mekong Tourism Development Project

Project Name	GMS: Mekong Tourism Development Project				
Project Number	35345-013				
Country / Economy	Viet Nam				
Project Status	Closed				
Project Type / Modality of Assistance	Loan				
Source of Funding / Amount	<table border="1"><tr><td>Loan 1971-VIE: GMS: Mekong Tourism Development Project</td><td></td></tr><tr><td>Asian Development Fund</td><td>US\$ 8.50 million</td></tr></table>	Loan 1971-VIE: GMS: Mekong Tourism Development Project		Asian Development Fund	US\$ 8.50 million
Loan 1971-VIE: GMS: Mekong Tourism Development Project					
Asian Development Fund	US\$ 8.50 million				
Strategic Agendas	Environmentally sustainable growth Regional integration				
Drivers of Change	Gender Equity and Mainstreaming Governance and capacity development Private sector development				
Sector / Subsector	Industry and trade / Trade and services				
Gender	Effective gender mainstreaming				
Description	The Project aims to reduce poverty, contribute to economic growth, increase employment, and promote the conservation of the natural and cultural heritage. The specific objective of the Project is to promote sustainable tourism in the lower Mekong basin through infrastructure improvements, community and private sector participation, and sub-regional cooperation. The Project will comprise four parts: Part A, tourism-related infrastructure improvements; Part B, pro-poor, community-based tourism development; Part C, sub-regional cooperation for sustainable tourism; and Part D, implementation assistance and institutional strengthening.				
Project Rationale and Linkage to Country/Regional Strategy	The GMS is the fastest growing tourism destination in the world. This is bringing in much-needed foreign exchange, creating jobs, and contributing to economic growth. However, growth in tourism is constrained by difficulties in access, the lack of investment in tourist infrastructure, the absence of new products to attract visitors, and weaknesses in policy and institutional capacities. The GMS countries have a strong comparative advantage in tourism, demonstrated by the high growth rates, but need to exploit it more effectively to use it as an instrument of poverty reduction, and broad-based economic growth. GMS Economic Cooperation Program GMS Program Strategic Framework				
Impact	(i) To increase foreign exchange earnings from tourism in the three Greater Mekong Subregion (GMS) participating countries; (ii) To reduce poverty through increased and economic growth and employment opportunities; (iii) To promote the conservation of natural and cultural heritage				

Project Outcome

Description of Outcome	To promote sustainable tourism development in the lower basin of the Mekong River through infrastructure improvements, increased community and private sector participation, and subregional cooperation
Progress Toward Outcome	Outcome is likely to be achieved.

Implementation Progress

Description of Project Outputs	<ul style="list-style-type: none">A.1. Urban environmental improvementA.2. Small airports extension and rehabilitationA.3. Access road improvementA.4. River tourism piers developmentB. Pro-poor, community based tourism development including:<ul style="list-style-type: none">1. Community participation in tourism development2. Community awareness of tourism benefits and environmental and cultural conservation3. Pro-poor tourism products identification4. Small-scale tourism community-related infrastructure5. Capacity building for tourism-related local microenterprises and communities6. Gender development strategy7. Ethnic minority participation strategy8. Marketing and promotion plan9. Community-based tourism networks10. Project performance monitoring systemC. Subregional cooperation for sustainable tourism<ul style="list-style-type: none">1. GMS facility for tourism cooperation2. Improvement of tourism facilities at border posts3. Establishment of a GMS network of tourism marketing and promotion boards4. GMS hotel classification system5. GMS tourism plan6. GMS tourism statistics improvement and harmonization7. Diversification of AMTA human resources8. GMS tourism human resource developmentD. Implementation assistance and institutional strengthening
Status of Implementation Progress (Outputs, Activities, and Issues)	The project is physically completed. The Original project outputs have been or will be achieved.

Geographical Location

Safeguard Categories

Environment	B
Involuntary Resettlement	
Indigenous Peoples	

Summary of Environmental and Social Aspects

Environmental Aspects	The Project is classified as environment category B. Several of the proposed infrastructure subprojects (i.e., waste treatment, boat jetty, and road rehabilitation) may have some negative environmental impacts arising from construction and operation. However, the potential negative impacts can be mitigated to acceptable levels through appropriate design and implementation of mitigation measures included in the subprojects in line with ADB's environmental requirements and those applicable at the national and provincial levels in each GMSPCs.
Involuntary Resettlement	A social impact assessment identified subprojects that would involve land acquisition and resettlement.

Stakeholder Communication, Participation, and Consultation

During Project Design	Participatory community consultations and consultations with NGOs, civil society, private sector operators, government tourism agencies, and regional tourism agencies have been held. The community-based participatory consultations have helped to identify the social and economic needs of the communities, their views, related to project interventions, expected benefits, modalities for community participation and participation of women and youth in tourism-related skills building and employment opportunities. As a result, the project design reflects the strategies for building partnerships with (i) poor rural communities (particularly ethnic minorities) NGOs, and civil society, and (ii) government agencies involved in tourism development, agriculture, and forestry.
During Project Implementation	The Project will promote private sector participation in market research, planning, and tourism marketing and promotion through initial support for the establishment of tourism marketing and promotion board (TMPB). TMPB will have leadership from the private sector and will mainly be financed from contributions from the private sector. TMPB will promote dialogue between the private and public sectors, expand opportunities for coordination in the development of plans, strategies, legislation, and marketing; and increase the efficiency and international competitiveness of the tourism sector in Viet Nam and in the subregion. The Project will also promote the establishment of micro and small tourist enterprises in rural areas, through the pro-poor community-based component. Capacity building for communities and small entrepreneurs involved in the tourism industry, will be provided under the Project.

Business Opportunities

Consulting Services	To support the implementation of the Project, a total of 169 person-months of consulting services (63 person-months international and 106 person-months domestic) will be required. The Consultants will be engaged in accordance with the ADB's Guidelines on the Use of Consultants and other arrangements satisfactory to ADB on the engagement of domestic consultants. Separate consulting services packages will be required to provide assistance to the PCUs in the NTOs, and the PMUs in charge of infrastructure improvements. The consultants for PMUs will be firms and will focus on Part A. The consultants for the PCUs will be firms and will focus on overall project management and part C of the Project. Individual consultants will be engaged for Part B and will be recruited by PCU. Consulting firms will be selected and engaged following the quality and cost-based selection method. Consultants will provide on-the-job training to national and provincial government officials involved in implementation.
Procurement	Goods and works to be financed by ADB will be procured in accordance with ADB Guidelines for Procurement. International competitive bidding (ICB) procedure will be used for major civil works contracts estimated to cost over \$1.0 million and supply contracts valued over \$500,000. Procurement of minor civil works will be undertaken through local competitive bidding (LCB) in accordance with procedures acceptable to the ADB. International shopping (IS) will be followed for materials and equipment packages estimated to cost more than \$100,000 equivalent but less than \$500,000 equivalent. Equipment items that are locally available, and cost less than \$100,000 equivalent, may be procured through direct purchase in accordance with procedures satisfactory to ADB. For the pro-poor, community-based tourism component, where the proposed subprojects will be relatively small, and scattered throughout the provinces, the Project may fund NGOs to work in a collaborative and participatory manner with local communities.

Responsible ADB Officer	Do, Hoang Nhat
Responsible ADB Department	Southeast Asia Department
Responsible ADB Division	Viet Nam Resident Mission (VRM)
Executing Agencies	Provincial People's Committee of An Giang Provincial People's Committee of Tien Giang Vietnam National Administration of Tourism

Timetable

Concept Clearance	08 Mar 2001
Fact Finding	09 Mar 2001 to 22 Mar 2001
MRM	26 Aug 2002
Approval	12 Dec 2002
Last Review Mission	-
PDS Creation Date	01 Dec 2006
Last PDS Update	22 Mar 2011

Loan 1971-VIE

Milestones					
Approval	Signing Date	Effectivity Date	Closing		
			Original	Revised	Actual
12 Dec 2002	25 Mar 2003	25 Sep 2003	30 Jun 2008	30 Jun 2010	18 Apr 2011

Financing Plan		Loan Utilization				
	Total (Amount in US\$ million)	Date	ADB	Others	Net Percentage	
Project Cost		12.20	Cumulative Contract Awards			
ADB		8.50	17 Jun 2022	7.92	0.00	100%
Counterpart		3.70	Cumulative Disbursements			

Cofinancing		0.00	17 Jun 2022	7.92	0.00	100%
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Status of Covenants						
Category	Sector	Safeguards	Social	Financial	Economic	Others
Rating	Satisfactory	Satisfactory	Satisfactory	Satisfactory	-	Satisfactory

Project Page	https://www.adb.org/projects/35345-013/main
Request for Information	http://www.adb.org/forms/request-information-form?subject=35345-013
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