



Regional: Strengthening the Mekong Tourism Coordinating Office

Project Name	Strengthening the Mekong Tourism Coordinating Office				
Project Number	44300-012				
Country	Regional				
Project Status	Closed				
Project Type / Modality of Assistance	Technical Assistance				
Source of Funding / Amount	<table border="1"> <tr> <td colspan="2">TA 8516-REG: Strengthening the Mekong Tourism Coordinating Office</td> </tr> <tr> <td>Technical Assistance Special Fund</td> <td>US\$ 225,000.00</td> </tr> </table>	TA 8516-REG: Strengthening the Mekong Tourism Coordinating Office		Technical Assistance Special Fund	US\$ 225,000.00
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Technical Assistance Special Fund	US\$ 225,000.00				
Strategic Agendas	Inclusive economic growth Regional integration				
Drivers of Change	Governance and capacity development Knowledge solutions				
Sector / Subsector	Industry and trade - Trade and services				
Gender Equity and Mainstreaming					
Description					
Project Rationale and Linkage to Country/Regional Strategy					
Impact	Successful implementation of the GMS Tourism Sector Strategy.				

Project Outcome

Description of Outcome	MTCO effectively performs its key functions as GMS TWG Secretariat.
Progress Toward Outcome	
Implementation Progress	
Description of Project Outputs	<ol style="list-style-type: none"> 1. MTCO's vision and purpose, structure of governance, roles and responsibilities, staffing and reporting, and planning, administration and finance procedures documented and agreed. 2. Functional web-based GMS tourism knowledge management platform established. 3. TWG-endorsed Explore Mekong regional marketing strategy and action plan is launched.
Status of Implementation Progress (Outputs, Activities, and Issues)	The GMS national development coordination specialist was engaged by ADB on 24 March 2014. The detailed TA work program is being prepared in consultation with the GMS Tourism Working Group. A working draft of the MTCO Operations Plan and updated Explore Mekong Marketing Strategy will be tabled for discussion at the 34th Meeting of the GMS Tourism Working Group in November 2014.
Geographical Location	

Summary of Environmental and Social Aspects

Environmental Aspects	
Involuntary Resettlement	
Indigenous Peoples	
Stakeholder Communication, Participation, and Consultation	
During Project Design	
During Project Implementation	

Business Opportunities

Consulting Services 2 international consultants (a institutional development and knowledge management - 4 person-month and a tourism marketing specialist (3 person-month)
1 national consultant from GMD countries (15 person-month)
will be intermittently engaged.

Responsible Staff

Responsible ADB Officer	Schipani, Steven M.
Responsible ADB Department	Southeast Asia Department
Responsible ADB Division	Thailand Resident Mission
Executing Agencies	<i>Asian Development Bank 6 ADB Avenue, Mandaluyong City 1550, Philippines</i>

Timetable

Concept Clearance	22 Oct 2013
Fact Finding	-
MRM	-
Approval	22 Oct 2013
Last Review Mission	-
Last PDS Update	29 Sep 2014

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Milestones					
Approval	Signing Date	Effectivity Date	Closing		
			Original	Revised	Actual
22 Oct 2013	-	22 Oct 2013	30 Jun 2015	30 Jun 2016	-

Financing Plan/TA Utilization							Cumulative Disbursements	
ADB	Cofinancing	Counterpart				Total	Date	Amount
		Gov	Beneficiaries	Project Sponsor	Others			
225,000.00	0.00	0.00	0.00	0.00	0.00	225,000.00	22 Oct 2013	185,023.40

Project Page	https://www.adb.org/projects/44300-012/main
Request for Information	http://www.adb.org/forms/request-information-form?subject=44300-012
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