

# MIKE SHARROCKS CONSULTANCY

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

## Laos

### TOURISM SECTOR STRATEGY FOR GOVERNANCE REFORM AND LIVELIHOODS STRENGTHENING PROGRAMME IN KHAMMOUANE PROVINCE

**For the Office of the Governor of Khammouane Province, 2006**

Khammouane Province is situated in the central part of Laos PDR, at the narrowest point in the country between Thailand and Vietnam. Thakhek is the main town located on the Mekong River. The Khammouane Governance Reform and Livelihoods Strengthening Programme (GPARLSP) promotes sustainable economic growth and livelihood improvement for the Province with a focus on poverty alleviation.



GPARLSP is led by the Office of the Governor of Khammouane Province and funded by the World Bank, UNDP and SNV. The programme assists provincial and district authorities through governance reform, capacity building and empowerment of local communities. The construction of the Nam Theun 2 dam and hydroelectric project in central Khammouane, which is the largest infrastructure project in Laos, was also expected to stimulate new economic opportunities in one of the country's poorest areas.



Mike Sharrocks prepared a tourism sector strategy for the province, funded by the Dutch aid organisation SNV, as one of several sectoral reports that contributed towards the Preparatory Technical Assistance Phase of GPARLSP. The tourism work was split into two components. Initially, an overall review of the national and provincial tourism sector was undertaken that included the preparation of a SWOT analysis. Tourism attractions throughout the province were assessed for potential improvements, and how they could further contribute towards poverty alleviation and income generation.



The principal visitor draw in Khammouane is the dramatic limestone scenery and numerous caves, some of which are spectacular. In addition, the important national nature reserves accommodate interesting ecological attractions as well as numerous ethnic minority groups. Thakhek also has some interesting French colonial buildings. This first piece of tourism work contributed towards the GPARLSP Khammouane Development Review.

The second piece of work focused on the preparation of a tourism strategy. A two-day tourism sector workshop agreed objectives, discussed strategic options, assessed the need for specific improvements and outlined a tourism strategy. A number of potential projects that could be taken forward were also identified. The tourism sector strategy report contributed towards the GPARLSP Khammouane Development Strategy. This would form the basis for future work on GPARLSP.

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

[www.mikesharrocks.com](http://www.mikesharrocks.com)