

# 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
<b>Part I: Tourism Competitiveness and Development</b>	
1. Tourism Competitiveness in the Greater Mekong Subregion <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
<b>Part II: Benchmarking Mekong Tourism</b>	
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<br><i>Hpone Thant</i>                    | 161 |
| 10. Tourism Logistics: A Case Study of Ho Chi Minh City,<br>Vietnam<br><i>Dang Minh Phoung</i> | 177 |
| 11. Tourism Investment in Vietnam<br><i>Pham Trung Luong</i>                                   | 189 |

### **Part IV: Management of Cultural Tourism**

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