

Project Title	E-tourism: An Innovative Approach for Tourism MSMEs in CLMV
Project Area	MSME
Beneficiary Countries	CLMV
Source of Funding	China
Approved Budget	USD 58,950
Project Description	<p>Activities:</p> <ul style="list-style-type: none"> • Desk research, surveys and consultation with the CLMV and Chinese officials to gather information and successful case studies to develop the guiding booklet on the adoption of e-tourism • CLMV regional seminar on protecting personal information in online transactions <p>Outputs:</p> <ul style="list-style-type: none"> i) Guiding booklet to guide MSMEs on the adoption of e-tourism, translated into the national languages of CLMV countries, available in electronic form ii) Report of the seminar on protecting personal information in online transactions
Objective	<p>The overall objective of the project is to help government authorities and enterprises in CLMV to build their capacity on e-tourism. The specific objectives of the project are to:</p> <ul style="list-style-type: none"> • Enhance awareness on e-business and e-commerce in tourism industry; • Facilitate tourism MSMEs to approach a new innovative method of business; • Improve soft skills for MSMEs to adopt e-tourism; • Enhance MSMEs' capacity in tourism industry; and • Share and learn from China experiences on e-tourism.
Implementation Status	The project is scheduled to commence in April 2019.
External Links	N/A