

Luang Reap Hoi: A Case Study

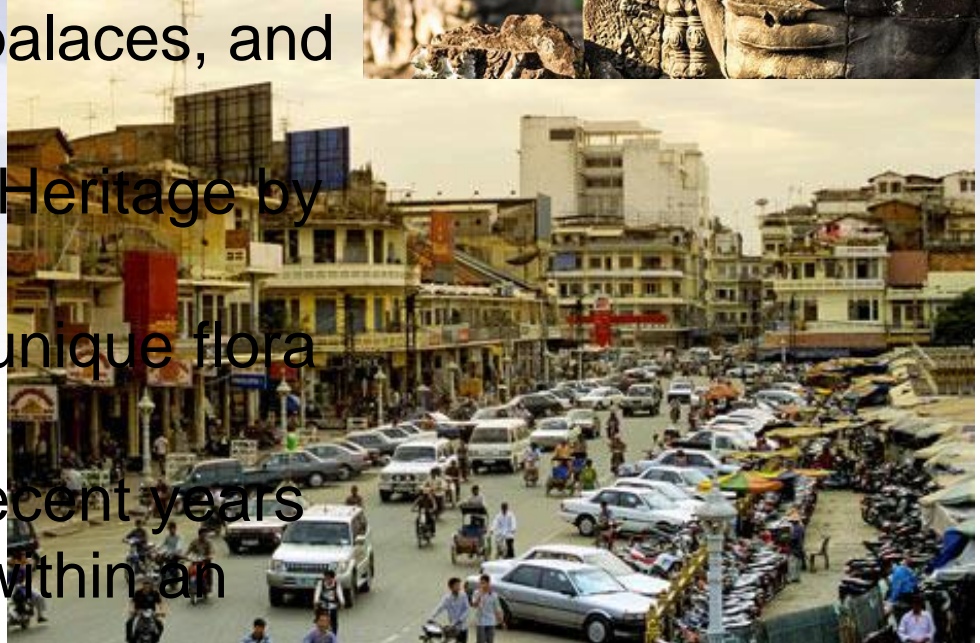


The places and scenarios depicted in the case study are all fictitious. Any similarity to real places or scenarios are purely coincidental. The pictures used are for illustration purposes only. This case study is intended for learning material.

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Luang Reap Hoi: A Case Study

- Used to be a small and sleepy border town
- The site of some of the most beautiful temples, palaces, and old houses
- Declared as World Heritage by UNESCO
- Pristine rivers and unique flora and fauna
- Influx of tourist in recent years
- Serve as land link within an economic corridor



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Luang Reap Hoi: Current Situation



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A Town About to Burst

- The town is not prepared to cater to the influx of businessmen, being an economic corridor link, and from tourist during peak season.
- Water supply is not enough.
- Roads are poorly maintained.
- The small airport cannot accommodate anymore any increase in passenger arrivals.
- The river ferry on the other hand is not operational during the dry season.
- There is no centralized sewer system. All the hotels dispose their own waste water without government approval.

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Seasonal Influx of Tourist

- Big volume of tourist come during the summer season.
- Tourist stay for 1 to 2 days only having no other destinations to go.
- Other possible tourist attractions are not easily accessible by car or bus.
- More tourist destinations and infrastructure need to be built to sustain tourism boom.
- Potential destruction of the monuments due to uncontrolled access of tourist.



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Traffic Congestion

- Traffic congestion is worse during peak season due to too many tourist vehicles within the town and at the tourist destination.
- Immigration procedure is not properly working in processing big volume of tourist applying for Visa.
- Travelling by road is taking too long and not that comfortable due to poor road condition brought about by regular flooding during the rainy season.

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Hotels are constructed Everywhere

- Many new hotels have been constructed to cater to the tourist in the town, mostly owned by foreigners.
- The demand however, is very seasonal that somehow resulted to price war to attract more clients.
- Hiring hotel staff is very difficult since most people are agricultural workers.
- Hotel operators do not want to train them

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Frequent Power Outage

- The surge in demand for power has resulted in frequent power outages in the area.
- This happened at a time when the water level at the river is very low and the mini-hydroelectric power plants can only produce so much.
- Big hotel operators have to operate their own diesel-fed generator sets for their power requirements.
- The town government is contemplating of putting up its own big diesel-fed power plant but many NGO are lobbying against it.
- People are complaining because power cost in the neighboring countries is much cheaper.

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Local Farmers are Displaced

- With the increase of real estate property cost, many farmers sold their land to hotel investors.
- Many agricultural lands were converted to tourism-related developments.
- Many farmers have to get employment, which they are not trained to do. Others have to migrate to other rural areas.
- Food production was limited to the farmer's own consumption.
- Most food supplies and other goods have to be imported from other countries.

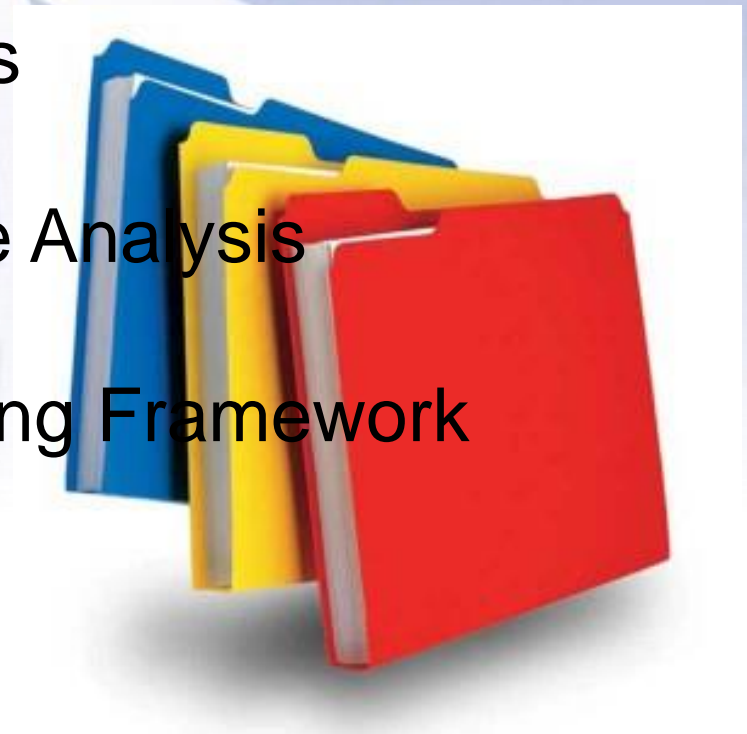
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Logistics Bottleneck

- Transport cost has increased dramatically due to double handling of goods and other incidental expenses.
- The nearest train service ends some 300 kilometers within their neighboring country.
- Goods have to be transferred by trucks to reach the town.
- Truckers are usually penalized for over-loading. The country's load limit is much lower compared to their neighboring country's allowable.
- It takes too long to process the papers and cross the border.

We Need Your Recommendations

- Stakeholder Analysis
- Problem Analysis
- Objective/Alternative Analysis
- Project Definition
- Design and Monitoring Framework



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