



Tourism- Zero Project Launch Event

Curriculum Development for Zero Waste Management in the Hospitality and Tourism Sector (Tourism-Zero)

Savannakhet University

Venue: 3rd Floors, Faculty of Information and Technology, Nong Pue Campus
Kayson Phomvihane City, Savannakhet Province, Laos PDR

Date 25 February 2025



Co-funded by
the European Union

Project 101179654 Tourism-Zero





Deliverable Information

Document information	
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Project title	Launch Event
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Task	T5.3.1 (National Events [SKU])
Deliverable	D5.4.1 (1st Info Event – T5.3.1. National Events [SKU])
Status	Final Version
Deliverable responsible	Asst. Prof. Anouxay SOUKHARATH (Savannakhet University)
Author(s)	Anouxay SOUKHARATH
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Author list	
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Executive summary

This report provides a comprehensive overview of the Savannakhet University Project Launch Event (D.5.1), held on **25 February 2025** at the **3rd Floor, Faculty of Information and Technology, Nong Pue Campus, Kaysone Phomvihane City, Savannakhet Province, Lao PDR**. The event was part of **Work Package 5 (WP5) — Dissemination and Awareness Raising** under the **Tourism-Zero** project (Project No.: 101179654), funded by the European Union. The primary goal of the event was to introduce the project to Savannakhet University's staff and relevant stakeholders, engaging participants from the outset and fostering collaboration. The event targeted **45 representatives** from the project's key stakeholder groups, including media representatives, to enhance the promotion and dissemination of the Tourism-Zero initiative.

The report will collect information about:

- General information;
- Event Description
- Participants;
- Activities and sessions;
- Communication of the event
- Feedback and Evaluation
- Additional information



1. General Information

Include general information on the project name and event:

- **Project Name:** Tourism-Zero (Curriculum Development for Zero Waste Management in the Hospitality and Tourism Sector)
- **Event Title:** Project Launch Event
- **Partner University:** Savannakhet University
- **Location:** 3rd Floor, Faculty of Information and Technology, Nong Pue Campus, Kaysone Phomvihane City, Savannakhet Province, Lao PDR
- **Date of Event:** 25 February 2025
- **Event Coordinator:**
 - **Name:** Asst. Prof. Anouxay SOUKHARATH
 - **Email:** s.anouxay@sku.edu.la
 - **Mobile No.:** +856 20 5894 6999

2. Event Description

Objectives:

The main objectives of the event were:

- To introduce the **Tourism-Zero** project, its objectives, scope, and expected outcomes.
- To raise awareness about **zero-waste management** in the hospitality and tourism sectors.
- To present the **curriculum framework** and development process.
- To engage stakeholders in discussions on challenges and opportunities in zero-waste management.
- To foster collaboration among participants for future project activities.



Agenda:

The event followed a structured agenda, including the following key sessions:

Time	Action/Content	Responsible Person
08:30 – 09:00	Registration	All participants
09:00 – 09:10	Greetings and event introduction	Project Coordinator
09:10 – 09:20	Opening Remarks	SKU President
09:20 – 10:00	Introduction to the Project: Objectives, Scope, and Expected Outcomes	Project Coordinator
10:00 – 10:15	Coffee Break and Networking	All participants
10:15 – 10:45	Waste Management Process of Oudomsouk Company Landfill	Oudomsouk Company
10:45 – 11:15	Overview of Waste Management in Kaysone Phomvihane City	Kaysone Phomvihane City Management Office
11:15 – 11:30	Q&A Session	All participants
11:30 – 13:30	Lunch Break	
13:30 – 14:00	Eco-Tourism in Savannakhet Province	Provincial Tourism Department
14:00 – 14:30	Panel Discussion: Challenges and Opportunities in Zero Waste Management	All
14:30 – 14:45	Coffee Break and Networking	All participants



Time	Action/Content	Responsible Person
14:45 – 15:00	Interactive Workshop: Identifying Key Skills for Zero Waste Management	Project Team
15:00 – 15:15	Q&A Session	Project Coordinator and All Participants
15:15 – 15:35	Launch Event Evaluation Questionnaire	All Participants
15:35 – 15:40	Certificate Distribution	SKU President
15:40 – 15:45	Group Photo	All participants
15:45 – 16:00	Closing Remarks	SKU President

Keynote Speakers:

- **Project Coordinator:** Presented the project's objectives, scope, and expected outcomes.
- **SKU President:** Delivered opening and closing remarks.
- **Oudomsouk Company:** Presented on waste management processes at their landfill.
- **Kaysone Phomvihane City Management, Development, and Service Office:** Provided an overview of waste management in the city.
- **Provincial Tourism Department:** Discussed eco-tourism in Savannakhet Province.

Guest of Honor:

- **SKU President:** Officiated the event and distributed certificates.



3. Participants

- **Number of Participants:** 45 representatives from various stakeholder groups, including university staff, local government officials, and media representatives.
- **Participant List:** Attached with signatures




Curriculum Development for Zero Waste Management in the Hospitality and Tourism Sector (Tourism-Zero)










(Project No. 101179654)

Type of event: Dissemination
(Reference to the Deliverable no./Milestone no. stated in the Application: D5.4. 1st Info Event – T5.3.1. National Events [SKU])

Title of Event: **Project Launch Event**
Beneficiary Partner:
Venue: 3rd Floors Information and Technology Building
City, Country: Kaysone Phomvihane City, Savannakhet Province, Laos
Date: Tuesday, February 25, 2025

Participants List

No	Name	Surname	Gender identity (Male = M, Female = F, Non-binary = NB)	Organization/Institution	E-mail	Signature
1	SA. ວິ. ອຸ. ອຸ	ສາວະນີ	Male	SKU		
2	Assa Phomsone Phahat ວ. ສວັນ. ວິ. ອຸ	ສາວະນີ ສາວະນີ NANTHAKOT ສວັນວິຫອນ	F	TV Sripaviv	savanv123@gmail.com	
3	Mr Pativone P	Bounyaluck	M		Pativone@gmail.com	
4	Mr. Chomphavibay	Nauvalangsy	M	Oudomsaek	chansavan@gmail.com	



19	Mr. Chanthavilay	Naovalangsy	Male	Outdoor	Staff	chvntv@gmail.com	Chvntv
20	Mr. Chanthavilay	KONKHEUNGSKHAM	Male	Staff	Staff	chvntv@gmail.com	Chvntv
21	Saly SouvannaVongsa	SOUVANNAVONGSA	Male	Staff	Staff	Souvannavongsa@skul.ac.la	Saly
22	Kauid	Leuangaphai	F	Staff	Staff	kauid@gmail.com	Kauid
23	Buathong	VONG PHA CHAN	M	Environment	Environment	buathong.vongpha@gmail.com	Buathong
24	Phaisamai	Solideth	F	Environment	Environment	phaisamai@gmail.com	Phaisamai
25	Bobby	VILAVONG	F	Environment	Environment	bobby.vilavong@gmail.com	Bobby
26	Phonethip	Nongsouthathad	F	-	-	phonethip@gmail.com	Phonethip
27	Nok	PHIAXAY	M	Environment	Environment	Nok.pzphaerx@gmail.com	Nok
28	Thongsee	inthasone	M	S	S	-	Thongsee
29	Mai Thong	Xong Bao	MF	S	S	mai.thong@gmail.com	Mai Thong
30	Namthip	Duangkeopasouth	F	S	S	namthip114@gmail.com	Namthip
31	Thunsa Mai	Khamphaphun	M	S	S	modernkhuay1015@gmail.com	Thunsa Mai
32	Ying	Chomthong	M	Team	Team	ying@skul.ac.la	Ying



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35	Souphan	Kochhamly	M	S	Staff	soms123@gmail.com	Souphan
36	Pasobsouk	Lativilayvong	M	SKU	Staff	tingk123@gmail.com	Pasobsouk
37	Thong Salaly	XAYASITH	M	FIIT	Staff	Thong@gmail.com	Thong Salaly
38	Asst. Prof. Anoukay	SOUKHARATH	M	Project coordinator	Project coordinator	s.anoukay@skul.ac.la	Anoukay
39	Ms Soomalyvann	PHIMMASONG	F	FIIT	Staff	soomk@skul.ac.la	Soomalyvann
40	Lathsame	Duangphaichan	F	St	Staff	-	Lathsame
41	Chittakone	Insixiangmai	M	Project Team	Project Team	chittakone@skul.edu.la	Chittakone
42	Khamphan	Xomviane	M	Project Team	Project Team	x.khamphan@skul.edu.la	Khamphan
43	Mundom	Vongsanekeo	F	Team Project	Team Project	-	Mundom
44	Soly	SouvannavongSA	M	FAE	Staff	-	Soly
45	Souphaphone	Sihavong	F	Amin	Staff	-	Souphaphone
46							



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4. Activities and Session

The event featured a mix of presentations, panel discussions, and interactive workshops. Key activities included:

- **Introduction to the Project:** The Project Coordinator outlined the project's goals, scope, and expected outcomes, emphasizing the importance of zero-waste management in the hospitality and tourism sectors.
- **Waste Management Presentations:** Oudomsouk Company and the Kaysone Phomvihane City Management Office shared insights into local waste management processes.
- **Panel Discussion:** Stakeholders discussed challenges and opportunities in zero-waste management, fostering collaborative dialogue.
- **Interactive Workshop:** Participants identified key skills needed for zero-waste management, contributing to the curriculum development process.
- **Q&A Sessions:** These allowed participants to engage directly with speakers and clarify project-related questions.
- **Launch Event Evaluation Questionnaire:** Participants completed a feedback form to evaluate the event's organization, content, and impact.

5. Communication of the Event

Media Coverage: The event received media coverage to promote the Tourism-Zero project and its objectives. Media representatives were invited to strengthen the event's dissemination networks.



6. Feedback and Evaluation

- **Participant Feedback:**

Participants provided feedback through an evaluation questionnaire. Key highlights include:

- **Event Organization:**

- 84.4% of participants agreed or strongly agreed that the event organization fulfilled their expectations.
- 82.2% found the event goals clear and satisfactory.
- 86.7% agreed that the subjects/themes discussed were useful.
- 82.2% felt the level of interaction was appropriate.
- 80% found the event materials sufficient.

- **Impact of the Event:**

- 86.7% of participants reported increased awareness of sustainable development.
- 82.2% felt more aware of waste management practices.
- 84.4% were more aware of sustainable tourism and zero-waste management.
- 82.2% felt motivated to make sustainable choices in their tourism-related activities.
- 82.2% were encouraged to share zero-waste practices with their networks.

- **Overall Satisfaction:**

- 66.7% of participants were satisfied or completely satisfied with the event, while 31.1% were neutral.

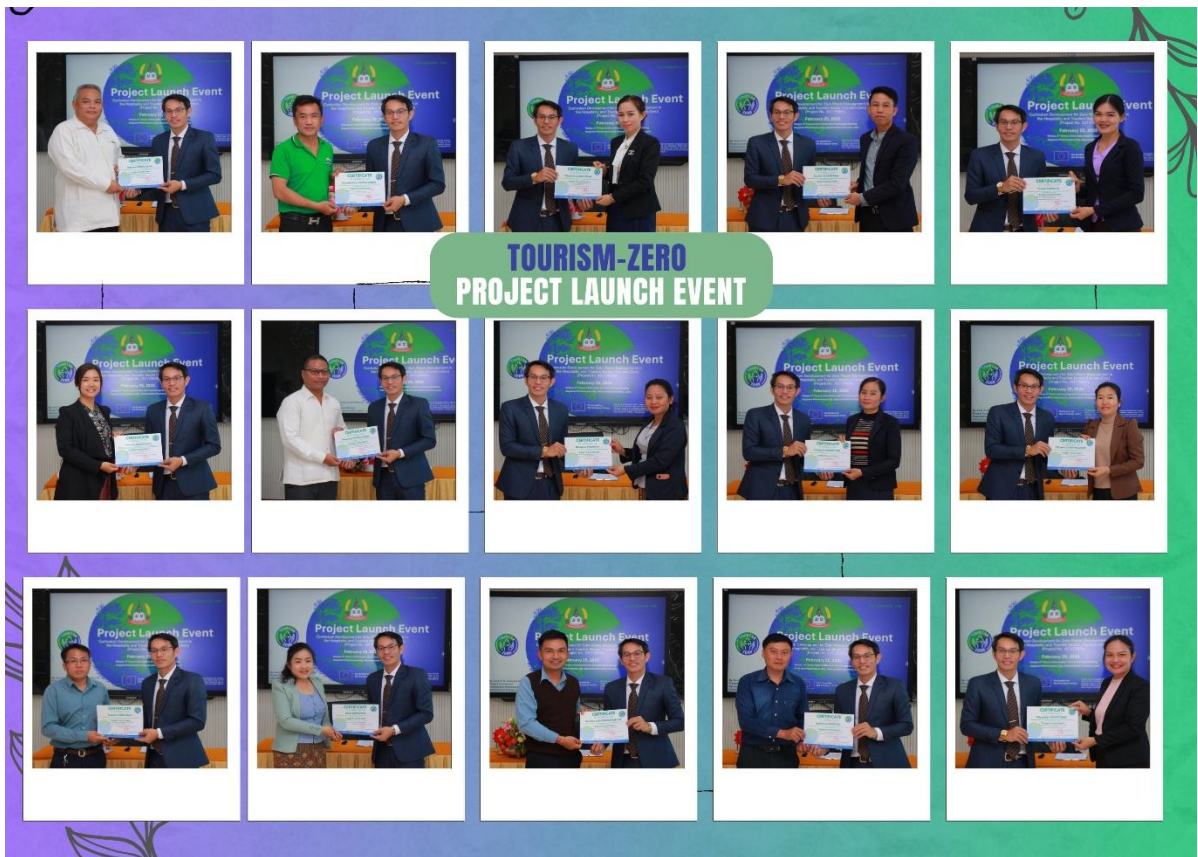


- **Evaluation Results:**
 - **Duration:** 80% of participants found the event duration "just fine," while some suggested extending it to include more activities.
 - **Suggestions for Improvement:** Participants recommended increasing stakeholder involvement, extending the event duration, and improving waste collection vehicle arrangements.

7. Additional Information

- **Photographs and Videos:**
 - **Photographs**







- **Video links:**

- 1) YouTube Channel: <https://www.youtube.com/watch?v=l7Bj9-VUm40>
- 2) SKU Tourism-Zero Facebook Page:
 - <https://www.facebook.com/share/v/15vTnuixHR/>



- **Supporting Documents**, such as presentation, brochure, agenda, etc.

Curriculum Development for Zero Waste Management in the Hospitality and Tourism Sector (Tourism-Zero)

(Project No. 101179654)

Type of event: Dissemination

(Reference to the Deliverable no./Milestone no. stated in the Application:
D5.4. 1st Info Event – T5.3.1. National Events [SKU])

Title of Event: **Project Launch Event (One Day Event)**

Beneficiary Partner: **Savannakhet University**

Venue: 3rd Floors, Faculty of Information and Technology Building
City, Country: Kaysone Phomvihane City, Savannakhet Province, Laos

Date: **Tuesday, February 25, 2025**

Event Agenda

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09:10 – 09:20	Opening Remarks	SKU President
09:20 – 10:00	Introduction to the Project: Objectives, Scope, and Expected Outcomes - Importance of Zero Waste Management in Hospitality and Tourism - Curriculum Framework and Development Process - Activities in each WPs	Project Coordinator
10:00– 10:15	Coffee Break and Networking	All Participants



10:15-10:45	Waste Management Process of Oudomsouk Company Landfill.	Oudomsouk Company
10:45 – 11:15	Overview of Waste Management in Kaysone Phomvihane City.	Kaysone Phomvihane City Management, Development, and Service Office
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11:30 – 13:30	Lunch Break	
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14:00 – 14:30	Panel Discussion: Challenges and Opportunities in Zero Waste Management	All Participants
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15:45 – 16:00	Closing Remarks	SKU President



Conclusion

The Savannakhet University Project Launch Event successfully introduced the Tourism-Zero project to key stakeholders, fostering engagement and collaboration. The event received positive feedback, with participants expressing increased awareness and motivation to contribute to sustainable tourism practices. Recommendations for future events include extending the duration, increasing stakeholder involvement, and improving logistical arrangements. Overall, the event achieved its objectives and laid a strong foundation for the project's next phases.