

ABOUT ITC

As the joint agency of the United Nations and the World Trade Organisation (WTO), ITC is the only multilateral agency fully dedicated to supporting the internationalisation of SMEs.

Its joint mandate combines a focus on expanding trade opportunities with the aim of fostering sustainable development. ITC's distinctive feature is to offer integrated solutions by building institutional, managerial and entrepreneurial capacities simultaneously at government, institutional and enterprise levels.

ABOUT CBI

The Centre for the Promotion of Imports from developing countries (CBI) is an Agency of the Ministry of Foreign Affairs of the Netherlands. CBI contributes to sustainable economic development in developing countries through the expansion of exports from these countries. This is done through sustainably strengthening the competitive capacity of SME exporters and producers in developing countries, focusing mostly on European markets.

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PARTNERS IN MYANMAR

NTF III Myanmar Tourism project works in close collaboration with:



Ministry of Commerce Myanmar



Ministry of Hotels and Tourism Myanmar



Union of Myanmar Travel Association



Myanmar Tourism Marketing

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MYANMAR

Inclusive Tourism focussing on Kayah State



EXPORT SECTOR COMPETITIVENESS PROGRAMME

Netherlands Trust Fund Phase III (NTFIII)

For more information on our project, visit us on:

- www.intracen.org/itc/projects/ntf-3/myanmar/ (ITC website)
- www.facebook.com/groups/Kayahinclusivetourism/ (Facebook)



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NTF III in Myanmar



Recently opened and with a diverse ethnic culture and history, Myanmar offers tourism experiences that cannot be found elsewhere. The country attracted more than 3.5m international visitors in 2015. In 2016, it is estimated that 4.2m travellers will visit the country. Myanmar's tourism sector is constantly growing and can, if managed correctly, contribute to spur socio-economic progress and support local provision of products and services for sustainable livelihoods.

The Myanmar NTF III project, launched in August 2014 and running until July 2017, addresses the whole tourism value chain by overcoming bottlenecks at each point from product development over market linkages to destination branding, bringing all players together towards sustainable tourism. One single project that truly connects all players in a sustainable manner with the aim of enhancing Myanmar tourism industry as a way out of poverty.

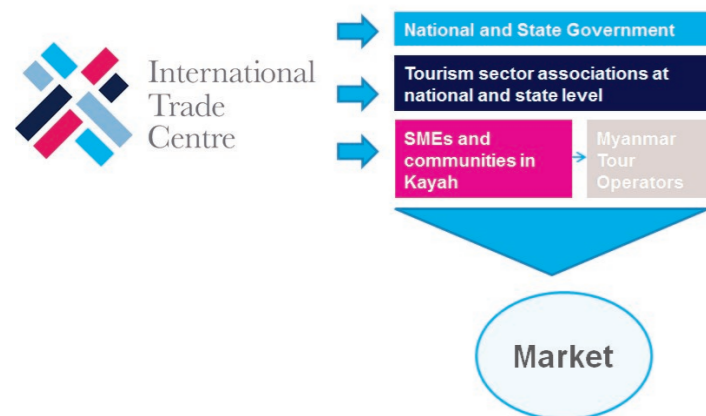
Beyond Myanmar's top destinations (Bagan, Mandalay, Yangon and Inle Lake), there are many authentic places to discover, Kayah state being one of them. Tourism in Kayah State holds great potential for growth, particularly for cultural and eco-tourism. Located south of Inle Lake, it is endowed with pristine nature and cultural diversity. At the same time, it is one of Myanmar's poorest states.

ITC's inclusive tourism approach enhances jobs and socio-economic development, for the benefit of local communities and enterprises.



“We believe this project contributes to tourism development in Kayah State in terms of product quality, business linkages and capacity-building of tourism sector associations.”

Mr. Aung Soe, Acting Director-General of the Department of Trade Promotion and Consumer Affairs at the Ministry of Commerce



PROJECT OUTPUTS

Trade capacities of SMEs and local producers and service providers enhanced

The project increases the trade competitiveness of Myanmar inbound tour operators and tourism-related suppliers of goods and services. Tour operators are improving their export marketing capacities through on-site and distant training and coaching sessions and are assisted to create and strengthen linkages with international outbound tour operators.

Cultural tourism tours have been developed in Kayah state (5 Pan Pet villages and Hta Nee La Leh) training local community members, local and regional tour guides and ground handlers in close collaboration with the local government and tour operators. The project is furthermore increasing opportunities for local craft and food producers and service providers (e.g. musicians) to sell to the tourism industry.

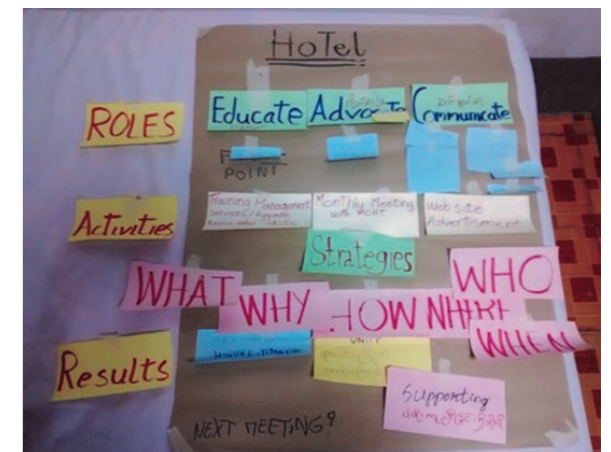


Strengthening of tourism related associations in Kayah State and Yangon

The project closely collaborates with the Union of Myanmar Travel Association (UMTA) and the Myanmar Tourism Marketing Association (MTM) for capacity building activities of member tour operators and for national marketing and branding.

At state level, the project is strengthening local tourism-related associations namely, the Kayah Hotel, the Restaurant, the Transport and the Guides associations.

The project facilitated the set-up of a Kayah Public Private Dialogue Platform (KPPDP) including all relevant stakeholders from local government over tourism associations to the private sector to discuss issues for tourism business development and include the private sector perspective.



Strengthening capacities of national and state Government

At national level, the project is helping partners to develop and implement a marketing and branding strategy. In collaboration with MOHT and MTM, tourism branding guidelines were developed, the harmonized style of the guidelines applied to the official tourism promotional material, to the national tourism website and to the design of the Myanmar stand for the International Tourism Börse (ITB) in Berlin. At ITB, ITC showcased Myanmar and Kayah's tourism potential with successful side events including a session at the ITB Convention, stage-events and a B2B forum.

Three sets of Codes of Conducts (CoCs) aimed at tourists, communities and tour operators/guides for tourism activities in ethnic areas are under preparation in collaboration with UMTA and Kayah state tourism stakeholders.

The Kayah branch of the Ministry of Hotels and Tourism (MOHT) benefits from support in tourism data collection and statistics.

