

Project Report

RESPONSIBLE TOURISM DEVELOPMENT IN KAYIN STATE: STAKEHOLDER DIALOGUES

Hpa-an, 24 & 25 February &
Taungoo, 14 & 15 May 2014



Responsible Tourism Development in Kayin State: Stakeholder Dialogues

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1. Introduction

The workshop “Responsible Tourism Development in Kayin State: a stakeholder dialogue”, was jointly organised by the Ministry of Hotels and Tourism (MoHT), Myanmar Tourism Federation (MTF), the Hanns Seidel Foundation (HSF), and PeaceNexus-Foundation. It was held in Taungoo in Northern Kayin State on May 15 and 16 this year. Over 70 key stakeholders including community members, religious leaders, ministers from Kayin State and Bago Region, and representatives from civil society, business, the Myanmar Peace Center (MPC), Karen National Union (KNU) and organisers took part (See Appendix I for a full list of organisations represented at the event). It was a follow-up from a workshop in Hpa-an in February entitled “Pilot Workshop in Kayin State on Community Involvement in Tourism and the Peace Process”.



While the current ceasefire between the central government in Nay Pyi Taw and the Karen National Union (KNU) is a long-way from sustained peace, it nevertheless offers the opportunity to start developing tourism and planning for the future, which may in turn contribute to strengthening the ceasefire and moving toward a sustained peace. Building tourism can potentially play a supporting role in the peace process by promoting dialogue and the value of local culture. It can also help to break down cultural barriers, and may offer greater economic security.

In providing an opportunity for key stakeholders at all levels to engage in dialogue, the Kayin State tourism stakeholder workshops in Hpa-an and Taungoo are small but vital steps in building the dialogue which is essential to developing trust and understanding between key

stakeholders. Only by engaging in dialogue and building relationships will participatory and inclusive economic development be possible.

While both workshops concentrated on tourism development in Kayin State, the particular focus of the Taungoo workshop was tourism development in northern Kayin. The ease of access and location of traffic routes may be the most significant difference affecting tourist flows to the area surrounding the state capital, Hpa-an (southern Kayin) and the Thandaung area (northern Kayin). Hpa-an, situated on one of the major land routes from Thailand to Yangon, already attracts large visitor flows, and this is set to increase with the development of the Thailand-Myanmar corridor. While it is only about a three-and-a-half hour drive from Yangon, and located on a significant train line, Taungoo does not boast the major border traffic flows that southern Kayin does.

Situated in Bago Region, and bordering northern Kayin State, Taungoo is essentially the gateway to the Thandaung area. Due to a lack of appropriate venues in the towns and because of travel permission issues, the workshop could not be held in northern Kayin itself. From the perspective of potential visitors, the highlight of this area is Thandaunggyi, a famous hill station developed under colonial rule. The MoHT has declared the area officially open for foreign tourists. In reality however, very few foreigners are granted permission to visit. For domestic and foreign visitors alike, the area abounds with potential tourist sites, activities and attractions.

The number of visitor arrivals to Myanmar nearly doubled to more than two million from 2012 to 2013. In order to tap into Kayin's tourism potential, and to gain from Myanmar's fast developing tourism industry, local stakeholders need to identify, plan and implement a number of important steps. These workshops featured a series of preliminary discussions between key stakeholders about what those next steps should be. This report is a summary of those stakeholder dialogues.

2. Background: Tourism and Conflict in Kayin State

In January 2012 – after more than 60 years of conflict in Kayin State - the Karen National Union (KNU) and the Union government in Nay Pyi Taw signed their first written ceasefire.

Starting in the late 1990s and into the early 2000s, former Prime Minister General Khin Nyunt encouraged businesses to develop the Thandaung area as a mountain resort. Large Myanmar conglomerates – including Htoo Group of Companies, Asia World and KMA Group of Companies – invested in hotel projects there. When the 2004-2005 ceasefire talks broke down, the projects (with the sole exception of the KMA Hotel) stopped. They have been scrapped. Examples of these collapsed projects are the never completed hotels in Thandaunggyi which stand today. Completed projects from this time, especially those constructed for the Visit Myanmar Year in 1996, have fallen into disuse or disrepair.

These failures illustrate how important it is for any projects implemented to actually strengthen the ceasefire and security, rather than simply taking advantage of the temporary lull in fighting. Ensuring that local communities and other stakeholders are involved in tourism development, and not just leaders and large domestic companies, can play an important supporting role in strengthening the current ceasefire and progressing toward sustainable peace and security, and in contributing to responsible tourism development.

3. Workshop on Community Involvement in Tourism & the Peace Process in Southern Kayin State

Hpa-an, 24-25 February



The Hpa-an area. *Excerpt from the Hpa-an map from the Myanmar Information Management Unit (MIMU)*

The two-day workshop held in Hpa-an in February attracted over 70 representatives from stakeholder groups including armed groups, local administrative staff, hotel managers and tour operators, as well as representatives from political parties and local religious, environmental, student, youth and women’s groups. The aim of the workshop was to hold

stakeholder dialogue to discuss the opportunities, challenges and initial planning steps for tourism development in Kayin State. Discussion groups were formed to concentrate on challenges and opportunities. At the end of discussions, groups presented their findings to each other.

3.1 Tourism potential

Hpa-an, the state capital, is around five hours drive from Yangon. The road, which passes through the popular tourist site Kyaikhtiyo (“Golden Rock Pagoda”), is in good condition. Hpa-an is also about one hour from Mawlamyine, which has an airport operating daily flights to Mae Sot in Thailand.

The road from the Thai border town Myawaddy to Hpa-an currently takes five hours. Traffic runs in alternate directions on alternate days. The development of the East–West Economic Corridor between Thailand and Myanmar – the main border gate in the region between both countries – will see considerable infrastructure and road development in the near future. This will significantly increase the border traffic and visitor flows through the region. Furthermore, the border has been open for international visitors since August 2013. The number of international visitors to the region is expected to increase steadily in the coming years.

The area is famous for its natural beauty, including mountains, caves, waterfalls, and rivers. It is especially attractive for adventure tourists interested in cycling, trekking, river boating and rafting. It also boasts unique ethnic and cultural traditions, including traditional weaving and clothing, festivals, local history, local produce and cuisine, and dancing.



Participants at the Hpa-an workshop

3.2 Key opportunities

The participants identified the following key opportunities for tourism development:

- Tourism can stimulate inclusive and relative broad based local economic development in a post-conflict environment and therefore strengthen the ceasefire towards securing sustainable peace.
- Close engagement and regular dialogue between National and State government, KNU and all stakeholders on priority issues related to economic development can build trust at the local levels in the peace process and ensure that communities are integrated in the economic development process.
- Tourism can be an ambassador for local culture and provides new opportunities for cultural and information exchange between local stakeholders, civil society and visitors.
- The role of civil society can be strengthened through the principles of community involvement in tourism. This means integrating civil society in the decision making process on how develop tourism and how to implement tourism.
- Willingness of State Government and KNU to cooperate in a dialogue with local civil society that can eventually lead to an inclusive and local driven tourism development in Kayin State.

3.3 Key challenges

The following key challenges were identified by participants:

- Ceasefire negotiations are still under way and the political dialogue of the peace process has not started yet.
- Current lack of decentralization of benefit sharing to State level and local communities from tourist zone fees, taxes, etc. No systems have been so far set up that encourage generating taxes and financial incentives for the local and state administration.
- The current lack of active cooperation between Kayin State government, KNU and local civil society (compared with higher levels of cooperation seen in neighbouring Mon State).
- Perception that the will to implement the CIT policy is stronger at the Union level than at the State level, creating a barrier to trust building.
- Degradation of social and environmental conditions, due to tourism project and heavy industry development in Hpa-an. To develop sustainable tourism, the area's natural beauty, which is its main drawcard for visitors, needs to be protected.
- Land grabs are an enduring problem related to large development projects. Local people are concerned that the same might happen around tourism project development, especially hotel and/ or attraction development.
- Concerns that the Bed-and-Breakfast model will not channel benefits to the local community as effectively as a homestay model.
- Lack of well-developed human resources.
- Lack of infrastructure to support the tourism development in the rural regions.

3.4 Essential to tourism development

Participants also identified the following additional needs for tourism development in Kayin State:

Improved communication and stakeholder consultation at all levels:

- More information-sharing and **local grassroots workshops** with the civil society that go beyond the current workshop and target local communities.
- Identification of **community liaison focal points** from KNU, State government and MoHT.
- Recommendation letters for civil society groups to **become registered organisations** and take an active role in the tourism planning process.
- Coordination between newly developed and potential community tourism projects and the **private sector**. At present it is very difficult attract visitors to communities. Tour operators and travel agencies need to support communities by bringing visitors and advising on tour products.
- Better communication and **information-sharing/ dialogue** between locals and visitors around local knowledge, history and security issues.
- Security improvements including increased dialogue, demarcation of tourist areas.
- Human resources training.
- Infrastructure development.
- Monitoring of impact of tourism by third-party.

3.5 Recommendations

Based on these conclusions, the following recommendations were defined:

➤ **Tourism planning workshops with local communities**

- Pilot community level dialogue workshop for tourism development in Thandaung in May 2014.
- Thandaung workshop was to be facilitated by Myanmar Tourism Federation (MTF), Hanns Seidel Foundation and PeaceNexus Foundation and utilizing community member Rachael Htwe Htwe Hla who has direct experience in training and implementing tourism projects in Thandaung.
- Generate trust and consensus and facilitate local community planning for tourism in Thandaung – northern Kayin Region.
- Participants should be:
 - Local community members,
 - Civil society and religious groups
 - Government Township officials
 - Representatives from local KNU Second Brigade
 - Local liaison officers from Kayin State government in Hpa-an and the MoHT
 - Representative from the MPC
- Follow-up to this community level workshop will be a presentation of the workshop outcomes back to KNU and State government leadership in Hpa-an

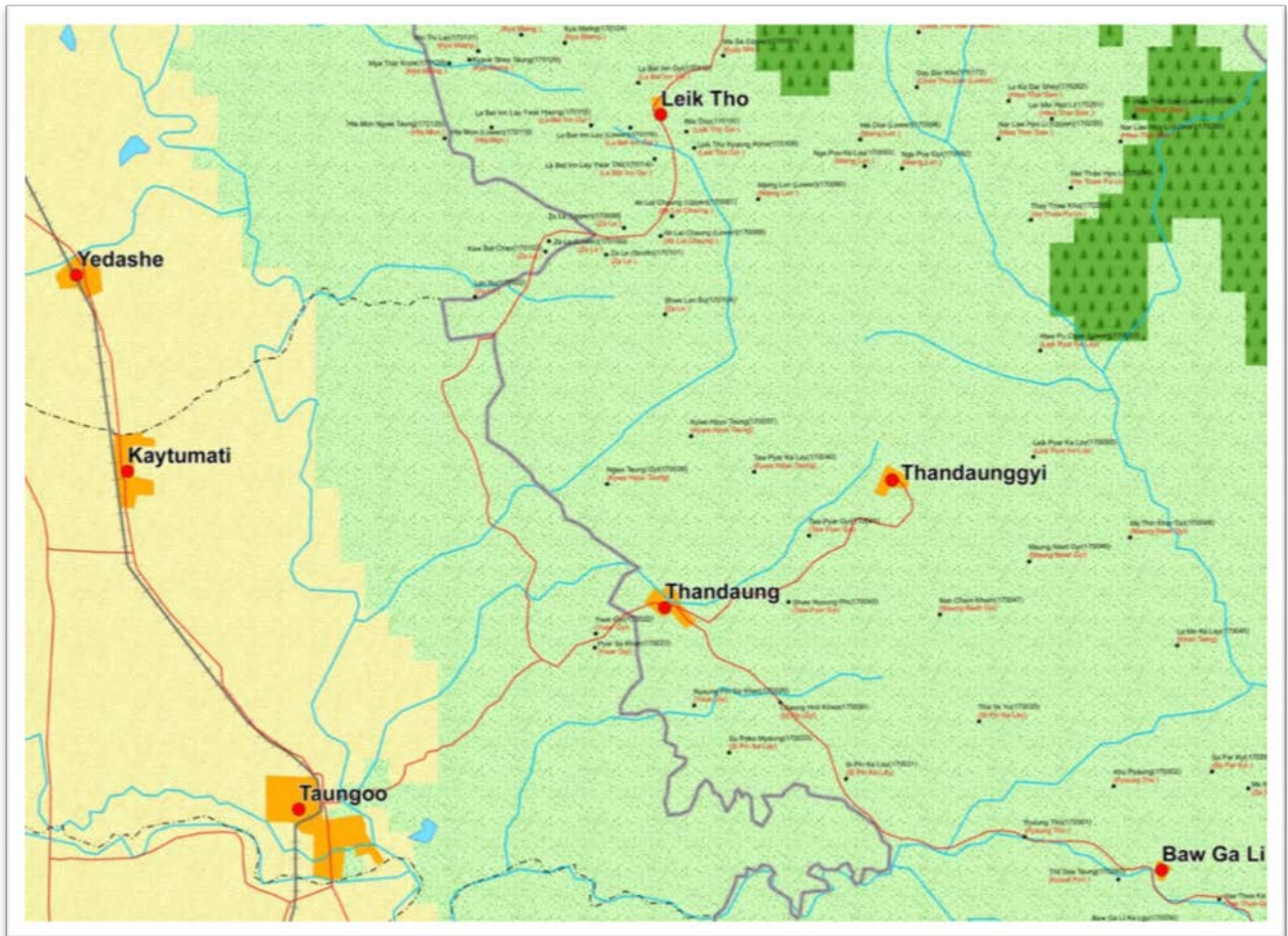
➤ *Policy*

- Hanns Seidel Foundation and MTF in close cooperation with MoHT working on registration process for communities to be able to register their own Bed-and-Breakfasts at Municipality level
- Myanmar Tourism Federation's (MTF) to utilize the input from participants in the workshop to make adjustments to both tourism policies in the future in cooperation with MoHT.

4. Responsible Tourism Development in Northern Kayin State: a Stakeholder Dialogue

Taungoo Workshop, 15 & 16 May 2014

The follow-up workshop in Taungoo in May built on the issues discussed in Hpa-an, while shifting its specific focus to tourism in northern Kayin State, and the Thandaung area in particular.



Thandaung Area. Excerpt from the Thandaunggyi Township map from the Myanmar Information Management Unit (MIMU)

4.1 Tourism potential in Thandaung area

For travelers, the Thandaung area is geographically and logistically well positioned. By road it is about three-and-a-half hours from Yangon, and about two hours from the new capital and airport Nay Pyi Taw. Taungoo is also on the national railway network.



The road to Thandaunggyi

Workshop participants identified a number of current and potential tourist sites, attractions, and activities that are attractive to both domestic and foreign tourists. It offers accommodation for single travelers as well as small and large groups.

The area is known for its cuisine, including the famous pickled bamboo shoot curry. The cuisine is based on the rich variety of local produce which includes strawberries, honey, lychees, orchids, tea and coffee.

There is a rich and unique local culture, including traditional hand weaving, bamboo basket making, music, singing and traditional Kayin New Year Don dancing.

The mountainous jungle scenery is also a major attraction, and is ideal for walking, trekking, and bicycle adventure tours. The unique flora and fauna is renowned for its beauty. There are also a number of hot springs and waterfalls.



Private chapel on Prayer Mountain

With the Easter festival, a number of churches, and Prayer Mountain, Thandaunggyi itself is an important pilgrimage site for Christians throughout the country. Important local festivals include the Karen New Year, which draws thousands to the area.



On the road to Thandaunggyi

For stakeholders, the most important issue was that tourists should treat the local people, their culture and their area with respect. For those reasons, they do not want to develop industries that would attract sex or gambling tourists to the region.

4.2 Workshop aims and objectives

The workshop was designed to give stakeholders at all levels the opportunity to come together in dialogue, building on the progress made at the pilot workshop in Hpa-an. The key objectives of the workshop were:



Jill Kavanagh from PeaceNexus Foundation

1. To engage in a pilot community-level dialogue focusing on Northern Kayin State –Thandaung area
2. Generate trust and consensus and facilitate local community planning for the area
3. Present the workshop outcomes to KNU and State leadership in Hpa-an
4. Develop next steps in planning responsible tourism development

4.3 Workshop Method

The workshop featured presentations from experts on tourism and peace, responsible tourism development, community involvement in tourism, the proposed Bed-and-Breakfast model, and the peace process. A summary of the presentations follows this section of the report. The central focus of the workshop was to enable



Group work

and facilitate dialogue directed at discussing how things function in practice, at identifying key issues, challenges and opportunities, and focusing on the next steps in planning the development of responsible tourism in the area.

On both afternoons, stakeholders formed guided discussion groups on specific questions under two broader themes:

1. Opportunities and challenges for tourism development in Thandaung area/ Kayin State?
and
2. What do we need to do in the future to achieve responsible tourism development in Kayin State, including the Thandaung area? What are our next steps and responsibilities (Civil Society, religious groups, private sector, State Government and local townships, MoHT)?

After discussions, stakeholders presented their group findings to one another. The results of these group discussions can be found after the presentation summaries in this report.

4.4 Workshop Programme: Presentations and discussions

Powerpoints of the presentations can be found in Appendix IV.

The Tourism Master Plan

*Keynote speech by U Aung Thu,
MoHT*

An overview of tourism, and tourism potential and development in Myanmar;

- Different types of tourism
- Inter-relationship of the private and public sectors in tourism industry
- Economic significance of tourism in the past, now and in the future for Myanmar
- Myanmar can learn a lot about responsible tourism from experiences of neighbouring countries.



MoHT's U Aung Thu

Community Involvement in Tourism (CIT): Meaning, Challenges and Opportunities

Daw Kyi Kyi Aye, MTF

- CIT developed after extensive stakeholder consultation.
- The most important aim of CIT is: do no harm to local communities through tourism development.
- Alongside peace, other factors are also crucial to responsible and sustainable tourism development (such as training and skills development, access to credit for businesses, understanding bureaucratic and legal processes).
- There is a risk that local communities could be exploited.



Tourism and Peace

Keynote speech by Nicole Haeusler, MTF

- “Peace is the cornerstone of tourism”.
- Peace is too often understood as an exclusively political issue, but the deep roots of conflict must be addressed.



MTF's Nicole Haeusler

- Tourism can play a contributory role at all levels of the peace process, contributing to a “culture of peace” that needs to evolve to establish sustained peace.
- Comment from Leon De Riedmatten from PeaceNexus Foundation. “What there is now is not peace in Kayin State, it is a cessation in hostilities.



Leon De Riedmatten from PeaceNexus Foundation

This cessation in hostilities can be turned into an enduring peace through small, sure steps. Tourism cannot bring peace, but it can be a factor in peace.”

Outcomes of the first workshop in Hpa-an – identified opportunities and challenges

Achim Munz, HSF

- Review of the workshop in Hpa-an; importance of dialogue in tourism and peace process.
- Emphasis on “responsible tourism” also means that people have to take responsibility and become accountable for projects, for the successes and the failures of projects.



HSF's Achim Munz

- Discussion question: Should we have peace first, or tourism first? Response: Need to look at the things that we can do at this stage, and the things that we need to do in the future.

For example, that might be, how can we make sure that foreign tourists can get permission to visit the area?

Ideas for tourism development in northern Kayin State

U Saw Kaw Wah Moo, Thoolei Foundation

- Development cannot simply take place at a government level, rather stakeholders at all levels need to be engaged.
- Travel restrictions are the greatest difficulty in the Thandaung area. There is a gap between official policies and reality. Not only local people, but also officials, lack good, correct information.
- Permits exist for a reason, including KNU activity in the area and a lack of preparedness for tourists.
- There are a lot of lessons to learn from the failures of the past, especially in relation to land issues, and companies investing without local partners. Local partners need to work together with local and foreign companies.
- Government support is vital, because they can make things happen quickly.
- Discussion comment: Need to see actual implementation of the CIT.

Experiences of community-based tourism projects in the past – our lessons learned and ideas

Rachael Htwe Htwe Hla, Community trainer

- Organised CBT a project in Thandaunggyi between 2001 and 2009.

- Unique culture and natural setting provide ideal conditions for CIT and CBT.
- Area attracts thousands of domestic tourists each year, especially Christian pilgrims.
- Amount and quality of accommodation is improving, and demand for local products exceeds supply.
- Update from Thandaunggyi resident: About 100 houses offering homestays when needed, such as religious festivals.
- Discussion comment: Tourism must be treated as a business. Planning is needed to avoid harm to the community. Need especially to think about capacity, how many tourists they can accept.



Tourism for Community Benefit

U Aung Kyaw Swar, Inle Heritage Hospitality and Vocational Training Centre (IHHVTC) Principal

- Potential positive and negative effects of tourism.
- CIT and CBT case studies: Inle Princess Resort & Community (CIT) and Chiang Mai (CBT).

Bed and Breakfast (B&B) Standards - current situation and opportunities for the future

Daw Kyi Kyi Aye and Nicole Haeusler, MTF



Participants during the workshop

- B & B standards.
- Explanation of key differences between homestay and B & B.

Under draft standards, B & B contains maximum of nine rooms or 19 beds, and must have a separate entrance for guests, who are not allowed to overnight under the same roof as the owner.

- B & B is more formalized than homestays, and includes formalities such as guest registration and taxation.

The Peace Process in Myanmar

U Nyo Ohn Myint, MPC

- A nationwide ceasefire is the first major step toward peace. Peace is crucial to the development. Without peace, there can be no genuine democracy. Need to work together for peace.
- Influx of tourists from Thailand will provide benefits, but also produce serious challenges.



U Nyo Ohn Myint from the MPC

- Crucial to consider how tourism can be developed, and how to manage the impacts, to protect environment and culture.
- Tourism can provide an opportunity for stakeholders to realize the potential of sustainable peace. Tourism can serve as a role model in the discussions about decentralization and sustainable economic development.

4.5 Stakeholder Discussion Points: Opportunities

This final section of the report summarizes the outcomes of stakeholder dialogue sessions.

Stakeholders were unanimously in favour of tourism development in the area. They identified a number of potential and interrelated social, cultural, and financial benefits from tourism development.

Financial benefits

- Tourism will bring much needed money into the local economy. Existing businesses will be able to develop, and new businesses will form to cope with increased demand, such as restaurants, hotels, B & Bs, rentals, and other tourism related SMEs.



Group discussions

- Transport & Infrastructure. An increased number of visitors will provide the financial resources and demand for improved transportation services and infrastructure, especially roading.

Peace process

- Dialogue. Tourism development planning will encourage better, more frequent, open and transparent communication between government, CSOs, community representatives, religious leaders and other key stakeholders from the Union, State and local levels. This exchange of knowledge and building of trust and mutual understanding will also promote the peace process.
- Peace in Kayin State is essential to the social, cultural and economic well-being of the local people. Through its potential to promote improvement in these areas, tourism could be an important tool in peace building.
- As a potentially important economic force, tourism can be used to put pressure on the authorities to maintain and promote peace, as peaceful conditions are vital for the tourism business.

Human resources

- Employment opportunities and the business environment will improve for local people.
- Capacity building such as training and skills development, access to credit for businesses, and understanding bureaucratic and legal processes are also crucial to development.
- Training. The need for trained and skilled employees and SME owners will encourage up-skilling, especially in the service industries.



Group discussions

Social/ Cultural benefits

- Social services: The increased tax income of the state and region can be used in the development of important social services such as education, training, health and infrastructure.
- Protection of culture and tradition: Culture and tradition, as with the local environment, will become an asset key to their livelihoods, and will motivate locals to find out more about their own history and traditions. Knowledge about the area and its people will improve. It will also promote a sense of self-worth, and pride in local identity. This will be reinforced through celebrations of local culture such as the performing arts, music and literature.

Environmental benefits

- Environmental protection and sustainability: Increased tourism income will facilitate further research and funding for programmes to protect of the area's natural flora and fauna.
- Value of local habitat: Locals will be encouraged to protect the natural beauty of the area, as it will become a key asset in attracting tourists.
- Orchids. The area is famous throughout the country for its orchids, which are also known for their health benefits. Increased funds would help develop the industry and conduct research into protecting and evaluating the health benefits of the orchids.

4.6 Stakeholder Discussion Points: Challenges and Barriers

Permits

- At the moment permits are the greatest barrier to tourism development in the area. While officially allowed to visit Thandaung and Thandaunggyi, foreign visitors are effectively prohibited from going there. Domestic visitors do not require permits.
- The permit application process is too complicated and permissions take too long. There is no fixed time-frame for permit approval. This prohibits last-minute plans by tourists to visit the area.
- Even if granted permits to visit Thandaunggyi, foreigners are not permitted to go outside of the town proper.
- Foreigners cannot stay overnight in Thandaunggyi. There are no accommodation providers with permits for foreigners.



Participants presented their findings to the other groups

Accommodation regulations

- License registration: no clear home stay and B&B laws or registration systems.
- Getting a license as an accommodation provider is excessively complicated. It requires permission from several government departments who often



Group discussions

- provide contradictory information. This effectively encourages/ forces many to operate unlicensed accommodation.
- Legal ownership of land is difficult or impossible to prove. Papers to prove ownership do not exist, either officially, or in the hands of the owners. Owner is in most cases recognized by the community as the owner.

Human resource shortfall

- Lack of trained tour guides, hotel and restaurant workers.
- Lack of tourism experience and training difficult for potential SME owners.

Other issues

- Lack of environmental care, training, information, knowledge.
- Lack of data in the region makes planning difficult.

4.7 Recommendations

In light of the opportunities and challenges they discussed, stakeholders identified a series of recommendations crucial to tourism development in the Thandaung area.

Travel permits for foreign tourists

- Travel permission must be granted to foreigners.
- Application process for foreign tourists needs to be simplified. Clear processes need to be established.
- Accommodation providers should be granted permission to accept foreigners.
- Official, transparent information needs to be distributed to officials and the community. This is essential to ensuring that the permit system works, and that everyone is aware of the exact rules and regulations.
- The community should be able to control the number and type of tourists visiting the area.
- The permit process should be handled exclusively by Kayin State authorities, rather than by overlapping Bago and Kayin authorities.

Bed & Breakfast development

- Stakeholders said the current registration process for potential accommodation providers is too complicated, lengthy, frustrating, and expensive. Applications were also often rejected. Because of these problems, and as it may be disadvantageous to register, most current accommodation providers operate without a license.
- Obtaining a license to provide accommodation needs to be simplified and streamlined. Clear guidelines for the process need to be established and made easily available to officials and the public.

- Information for accommodation providers should be put together by stakeholders and make publicly available. This should include guidelines to professionalization of the accommodation provision, including guidelines for pricing and for catering services. B & B specific small business training is needed.
- A pilot B & B project should be set-up in the Thandaunggyi area.
- B & B owners need to be granted permission to have foreign guests.
- Ownership of ALL accommodation types (including hotels) operating in the area should be restricted to community members. An outsider should require a joint venture with at least one community member to ensure the property stays in local hands, and that the money is channeled into the community.

Tourism Steering Committee

A tourism working group comprised of local stakeholders is essential to planning development in Thandaung and Thandaunggyi. It is crucial that this group has community support, and must be seen to be acting in the interests of the community. For this reason, it is essential that the central steering committee of the group include key representatives from MoHT, Kayin State administration and KNU to establish the exact role and goals of the committee. The working group should more broadly include members of the following, and perhaps others:

- a. Township administration officer
- b. MoHT township officer
- c. Immigration and Home Affairs
- d. KNU 2nd Brigade
- e. Head of village
- f. Religious leaders
- g. Thoolei Foundation
- h. Private actors
- i. Business owners

Capacity building and other issues

- Tourism-related training needs to be established. This is especially urgent for tour conductors (regional tour guides), the hospitality sector, and for potential and current SME managers/ owners.
- Tourism product assessment and development. An in-depth study of the tourism products that the area could offer in the short and longer term needs to be conducted. Based on this study, coordinated tourism products could be developed.

4.8 Outcomes and next steps

In a follow up meeting with the Kayin State Chief Minister agreed that:

- Foreigners can visit Thandaunggyi for day trips without prior permission.
- Local communities can form a tourism steering committee in order to guide responsible tourism development in the area.

Taking in consideration the feedback from the workshop participants the following next step has been identified:

- Presentation of stakeholder workshop recommendations to key decision makers. It is proposed to present to the Kayin State government, parliament, KNU and hotel owners in early September this year. Following the presentation, which will focus on the recommendations from the Hpa-an and Taungoo Stakeholder Workshops, these key decision makers will be given the opportunity to discuss the recommendations.



5. Appendix I. Participating organisations

Representatives from the following stakeholder organisations attended the event:

- Township Education Office
- Township Development Office
- Township Planning Office
- Township Administrative Office
- Township Cooperative Office
- Travels & Tours Co., Ltd.
- Inle Heritage Hospitality and Vocational Training Centre (IHHVTC)
- Thandaung Police Station
- Thandaunggyi Hospital
- USDP
- Thoolei Foundation
- Karen Unity and Peace Committee
- Hotels
- Church groups
- Peace Nexus Foundation
- Myanmar Tourism Federation
- Ministry of Hotels and Tourism (MoHT)
- MSSDG
- Hanns Seidel Foundation
- Taungoo District Transport Office
- Rural Development
- Economic and Planning Minister from Bago Government
- Economic and Planning Minister from Kayin State
- Minister for Karen Affairs
- Karen National Union (KNU)
- Myanmar Peace Center (MPC)

6. Appendix II. About the organisers

The Hanns Seidel Foundation (HSF)

The Hanns Seidel Foundation (HSF) started working in Myanmar in 1994. At the time, HSF worked with Myanmar's Foreign Ministry to offer capacity building workshops in preparation for Myanmar's integration into the *Association of Southeast Asian Nations* (ASEAN).

With the economic and political reform process beginning with U Thein Sein's presidency in 2011, HSF strengthened its involvement in Myanmar. HSF opened a representative office in Yangon in 2012. In December 2013, HSF became the first German political foundation to be registered as an International Non-government Organisation.

HSF has three main objectives in Myanmar:

- Promoting democratic values, structures and processes
- Promoting responsible and equitable economic development
- Supporting Myanmar's ASEAN Integration

As part of promoting responsible and equitable economic development HSF has been cooperating closely with the Ministry of Hotels and Tourism (MoHT) and the Myanmar Tourism Federation (MTF) on the development of a Responsible Tourism Strategy for Myanmar. The results of this cooperation include the development and publication of the Responsible Tourism Policy and the subsequent Policy on Community Involvement in Tourism (CIT). In developing the CIT policy, we began conducting workshops with public and private sector representatives around the country early last year. The policy was launched officially at the highest level in May last year. It provides a framework to ensure that local communities gain access to opportunities in tourism, and encourages the development of community-operated tourism activities and enterprises. According to one of the nine aims listed in this policy, tourism should spread benefits in the community, encourage local entrepreneurship and civil engagement to secure livelihoods for women and youth to alleviate poverty.

PeaceNexus Foundation

PeaceNexus Foundation is an independently-funded private Swiss foundation whose mission is to promote integrated solutions to peacebuilding challenges with emphasis on the interfaces between development, democracy and security. PeaceNexus has multi-context experience in conflict areas across the world in partnership with UN Peacebuilding support Office (PBSO), Life and Peace Institute (Sweden), Peace Direct (UK) and Insider Mediators in Africa. In the spring of 2013, PeaceNexus was approached by the Government of Myanmar via the Myanmar Peace Center to support the Karen National Union (KNU) to identify business opportunities that can benefit the local populations in the Kayin State. In the belief that inclusive and responsible business can help consolidate the ongoing peace process, PeaceNexus offered its assistance to this endeavour. In a first phase, PeaceNexus commissioned a market research study to identify key recommendations about potential projects for other organisations to support in key sectors. One of the key recommendations concerned the development of a dialogue around community-based tourism. PeaceNexus' aim with the workshop in Hpa-an was to facilitate dialogue between a wide array of stakeholders – including Union and State government and KNU – and so promote responsible and inclusive development in conflict and post-conflict areas.

Myanmar Tourism Federation (MTF)

The Myanmar Tourism Federation (MTF) was formed in 2011 with the objective of multi-sectoral development of Myanmar Hospitality and Tourism with guidance and support of the Ministry of Hotels and Tourism. The MTF consists mainly of members of the private sector including all hospitality and tourism related associations in Myanmar.

7. Appendix III. Workshop Agenda



myanmar
TOURISM FEDERATION



Responsible Tourism Development in Kayin State: a Stakeholder Dialogue

15th & 16th May 2014

Royal Kaytumadi Hotel

Taungoo



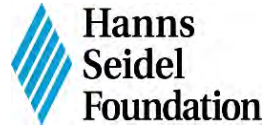
AGENDA

14th May 2014

1.00 pm	Departure from Yangon (Inya Lake Hotel) to Taungoo
5.00 pm	Arrival in Taungoo: Check-in at Royal Kaytumadi Hotel
6.00 pm	Preparation of workshop with presenters

15th May 2014

8.30 am	Registration
9.00 am	<p>Welcome Remarks by</p> <p>H.E. U Naing Min Soe Thein, State Minister for Commerce & Planning</p> <p>P'Doh Eh Wah, 2nd Brigade Chairman, Karen National Union (KNU)</p> <p>Representative of Bago Region Government</p> <p>Achim Munz, Resident Representative of Hanns Seidel Foundation</p> <p>Leon de Riedmatten, Representative Peace Nexus Foundation</p>
9.30 am	Introduction of workshop by facilitators and brief introductions of participants including expectations
09.45 am	<p>Keynote speech by U Aung Thu (MOHT)</p> <p>The Tourism Master Plan</p>
10.15 am	Q & A
10.30 am	Coffee Break
10.45 am	<p>Presentation by Daw Kyi Kyi Aye (MTF)</p> <p>Community Involvement in Tourism: Meaning, Challenges and Opportunities</p>



11.15 am	Q & A
11.30 am	Keynote speech by Nicole Haeusler (MTF) Tourism and Peace
12.00 am	Q&A
12.15 am	Lunch
1.15 pm	Presentation by Achim Munz Outcomes of the first workshop in Hpa-An – identified opportunities and challenges
1.45 pm	Discussion: The Workshop in Hpa-An and steps forward Moderated by: Daw Kyi Kyi Aye & Achim Munz
2.30 pm	Work group session I: Opportunities and challenges for tourism development in Thandaung area/ Kayin State Key questions: <ol style="list-style-type: none"> 1. Do we want tourism in Thandaung area? If so, what kind of visitors do we want? 2. What can we currently offer to domestic and international visitors in Thandaung area? 3. What are the potential benefits for us? Who would be involved? Who would benefit from tourism development? 4. What are the potential challenges for us? How can we improve the situation (for example infrastructure, licensing, access, etc.) Group work facilitators: Daw Kyi Kyi Aye, Nicole Häusler, Achim Munz, U Aung Thu, Rachel Htwe Htwe Hla and U Aung Kyaw Swar
Working Coffee Break at 3.00 pm	
3.45 pm	Presentation of outcomes of group session
4.45 pm	Wrap up and conclusion
6.30 pm	Dinner for participants hosted by the Hanns Seidel Foundation at Royal Kaytumadi Hotel



16th May 2014

8.30 am	Registration
9.15 am	Nicole Häusler & Daw Kyi Kyi Aye, Myanmar Tourism Federation: Summary of outcomes of the first day
9.30 am	Presentation by Representatives of Thoolei Foundation Ideas for Tourism development in northern Kayin State
10.00 am	Q & A
10.15 am	Coffee break
10.30 am	Presentation by Rachel Htwe Htwe Hla, Freelance Community-based Tourism Trainer Experiences of community-based tourism projects in the past – our lessons learned and ideas
11.00 am	Q & A
11.15 am	Presentation by U Aung Kyaw Swar, Principal, Inle Hospitality Vocational Training Center Tourism for Community Benefit
11.45 am	Q & A
12.15 pm	Lunch
1.15 pm	Presentation by Daw Kyi Kyi Aye and Nicole Häusler, Myanmar Tourism Federation Bed and Breakfast (B&B) Standards: current situation and opportunities for the future
1.45 pm	Q & A and Discussion
2.15 pm	U Nyo Ohn Myint, Myanmar Peace Center (MPC) The Peace Process in Myanmar



2.45 pm	Q & A
3.00 pm Working Coffee Break at 3.30 pm	<p>Work Group Session II:</p> <p>What do we need to do in the future to achieve responsible tourism development in Kayin State including Thandaung area?</p> <p>What are our next steps and responsibilities (Civil Society, religious groups, private sector, State Government and local townships, MOHT)?</p> <p>Group work facilitators: Daw Kyi Kyi Aye, Nicole Häusler, Achim Munz, U Aung Thu, Rachel Htwe Htwe Hla and U Aung Kyaw Swar</p>
4.00 pm	Overview of the outcomes of group work session
4.45 pm	Wrap up by organizers

17th May 2014

9.00 am	<p>Check-out of Hotel and leaving for Thandaunggyi:</p> <ul style="list-style-type: none"> • Presenting workshop results to community leaders • Visiting and evaluating existing Bed & Breakfast accommodation in Thandaunggyi • Meeting with representatives of religious groups • Discussion on procedures for special permits for foreign visitors with community leaders
1.00 pm	Lunch in Thandaunggyi
2.00 pm	Departure from Thandaunggyi
7.00 pm	Arrival in Yangon

8. Appendix IV: Presentation Powerpoints

Presentation	Page
<i>U Aung Thu, MOHT</i> The Tourism Master Plan	43
<i>Daw Kyi Kyi Aye, MTF</i> Community Involvement in Tourism: Meaning, Challenges and Opportunities	50
<i>Nicole Haeusler, MTF</i> Tourism and Peace	53
<i>Achim Munz, HSF</i> Outcomes of the first workshop in Hpa-An – identified opportunities and challenges	58
<i>Rachel Htwe Htwe Hla, Freelance Community-based Tourism Trainer</i> Experiences of community-based tourism projects in the past – our lessons learned and ideas	61
<i>U Aung Kyaw Swar, Inle Hospitality Vocational Training Center</i> Tourism for Community Benefit	63
<i>Nicole Haeusler & Daw Kyi Kyi Aye, MTF</i> Bed and Breakfast (B&B) Standards: current situation and opportunities for the future	67



CONTENT

- Brief of Tourism & Current Tourism Development in Myanmar
- Formulation on Tourism Policies
- Myanmar Tourism Master Plan
- Initiatives for Tourism Development in Myanmar

Brief of Tourism

WHAT IS TOURISM ?

The activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business and other purposes. (UNWTO, 1998)

Three Basic Forms of Tourism

DIFFERENT KINDS OF TOURISM (CONT.)

Social Tourism Religious Tourism Business Tourism (MICE)
Recreation Tourism Cultural Tourism Ethnic Tourism

DIFFERENT KINDS OF TOURISM (CONT.)

Nature Tourism Ecotourism Adventure Tourism
Coastal Tourism Education Tourism Medical/ Health Tourism

DIFFERENT KINDS OF TOURISM

Sport Tourism

Agri-tourism

Pro-poor Tourism

Voluntourism

Gambling Tourism

Sex Tourism

BASIC NEEDS FOR TOURISM

- Attraction**
- Accessibility**
- Accommodation**
- Arrangement**
- Marketing**
- Promotion**
- Human Resource**

LINKAGES BETWEEN TOURISM, NATIONAL & LOCAL ECONOMY

Public Sector

- Visa Fee
- Royalty Fee
- License Fee
- Zone Entrance Fee
- Pagoda, Monument, Museum Entrance Fee
- Electricity
- Communication
- Land Use Premium
- Land Lease Rental
- Transportation
- Bank
- Tax & Revenue
- Energy
- Municipal

Private Sector

- Travel Agent
- Tour Operator
- Transportation
- Accommodation
- Food & Beverage
- Restaurant
- Tour Guide
- Souvenir Shop
- Employment
- Training & Recruitment
- Local Community
- Health Care System
- Supply of Goods & Service
- Retail Outlet
- Media for Promotion

TOURISM IN THE WORLD: KEY FIGURES

9% GDP

1 in 11 JOBS

US\$ 1.3 TRILLION IN EXPORTS

6% OF WORLD'S EXPORTS

6% EXPORTS OF LEAST DEVELOPED COUNTRIES

9% of GDP 1 in 11 Jobs 1.3 Tri in Exports 6% of World's Exports & LDCs

Source: UNWTO Tourism highlights, 2013

Current Tourism Development in Myanmar

THE FIRST MYANMAR FIVE-YEAR PLAN

1st Stage

2nd Stage

3rd Stage

4th Stage

Political Reform

Social & Economic Reform

Administrative Reform

Private Sector Development Reform

People
Centered
Development

Electricity

Water Supply

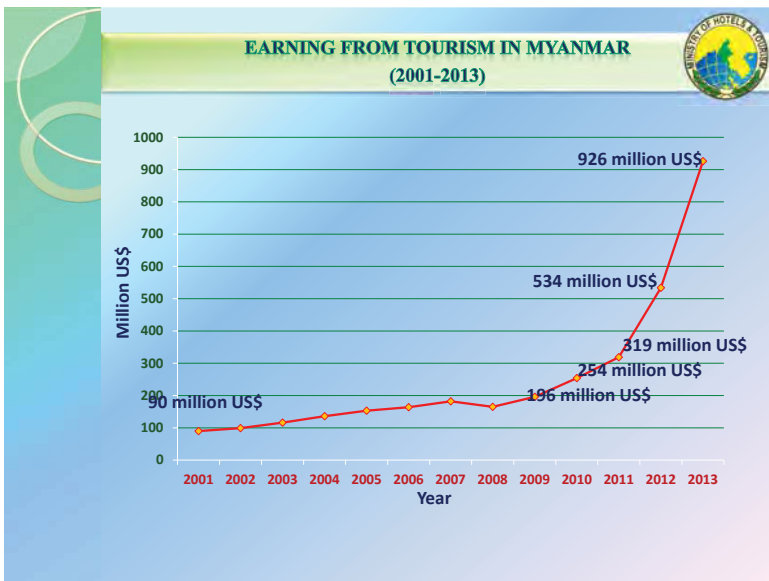
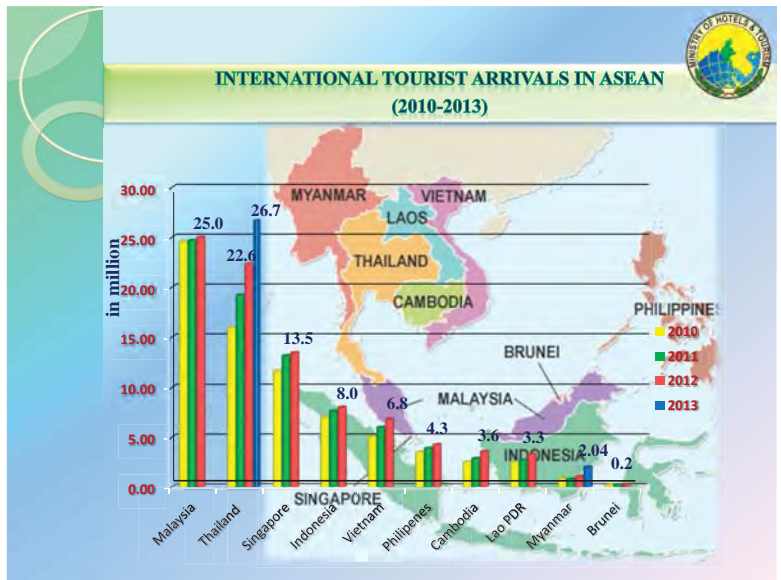
Employment Creation

Agriculture

Tourism Development

Financial Services

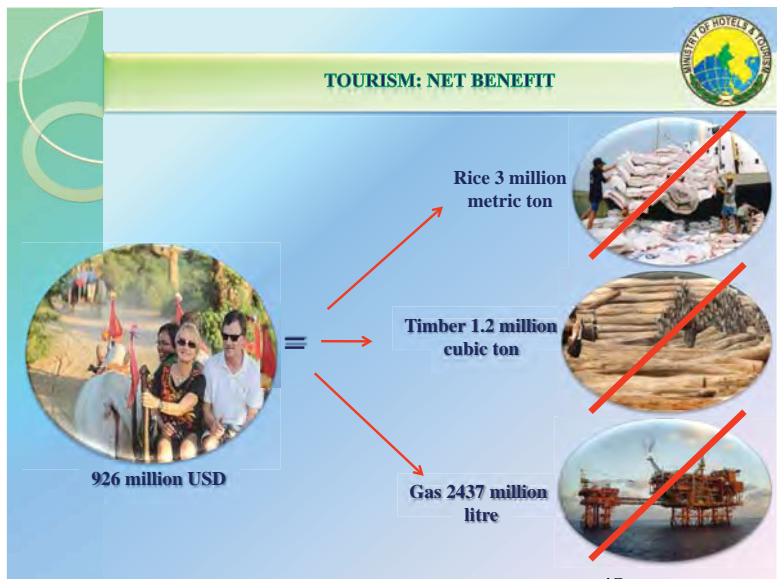
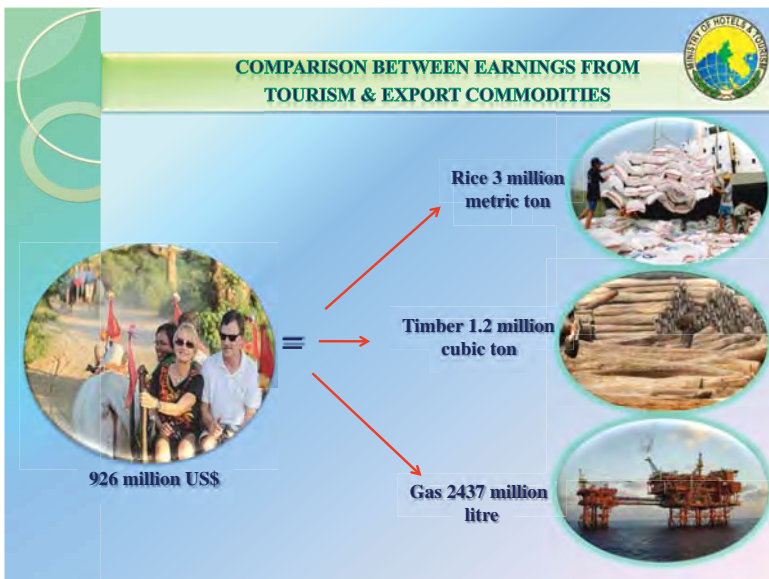
Trade & Investment



FOREIGN EARNING FROM MYANMAR EXPORTS (1ST APRIL 2013 – 31ST JANUARY 2014)

Sr.	Commodity	Quantity	Unit	Earning (million USD)
1	Rice	735,606	metric ton	286.992
2	Timber (Raw)	580,903	cubic ton	443.463
3	Gas	7,241,760, 282	litre	2741.736

Source: Ministry of Commerce





Formulation on Tourism Policies



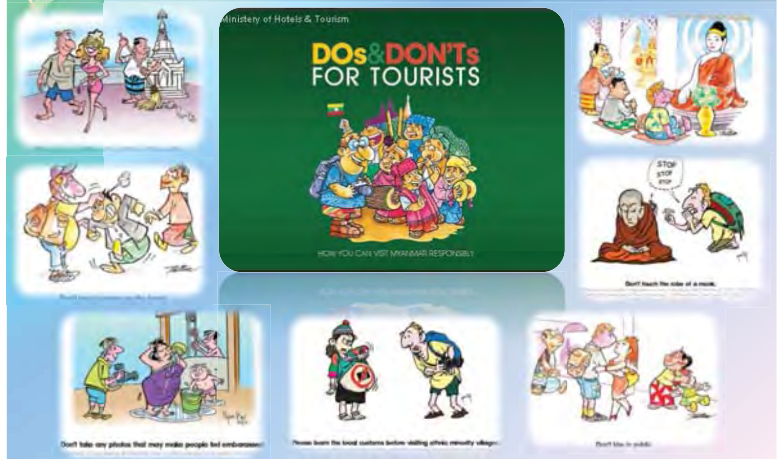
OBJECTIVES OF THE MINISTRY OF HOTELS & TOURISM

- To cause a systematic development of the hotel and tourism industry.
- To enable tourists to observe Myanmar cultural heritage and natural scenic beauty.
- To prevent destruction and damage of Myanmar cultural heritage and natural scenic beauty due to the hotel and tourism industry.
- To contribute to international friendship and understanding through the hotel and tourism industry.
- To develop technical knowledge relating to hotel and tourism industry and to open up more employment opportunities.
- To provide security and satisfaction of tourists.

MOHT FORMULATION ON TOURISM POLICIES



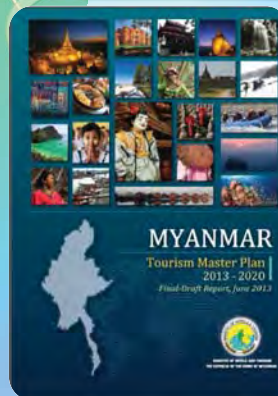
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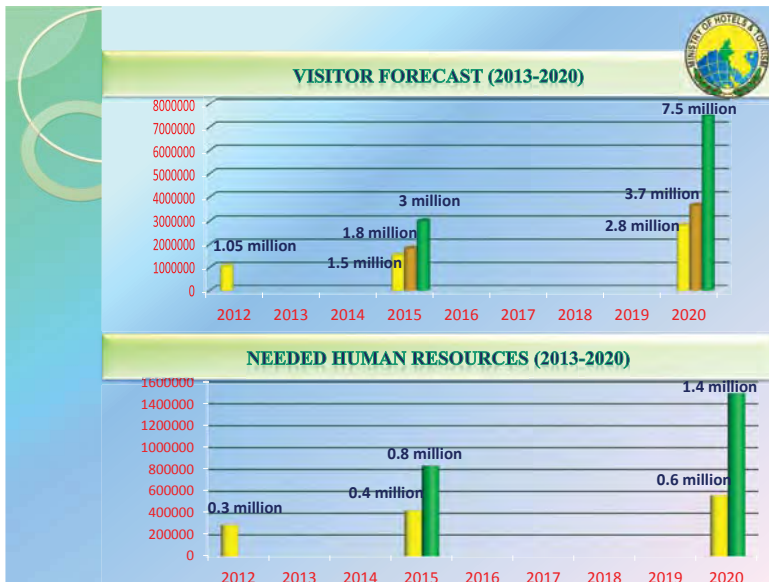
Myanmar Tourism Master Plan



MYANMAR TOURISM MASTER PLAN (2013-2020)



- Financial Assistance 225,000 US\$ by Norwegian Government & Technical Assistance by ADB
- To use as a roadmap to shape the future of tourism in Myanmar.
- MTMP has been launched on 27 September 2013.



- Strategic Program 1: Strengthen the Institutional Environment**
- Tourism Executive Coordination Board (TECB)
 - An Advisory Group (ADB, UNWTO, WTTC, PATA, etc.)
 - State and Regional Tourism Councils
 - Destination Management Organization (DMO)
 - Tourism Technical Authority (TTA)
 - Myanmar Tourism Federation (MTF)
 - Strengthen Tourism's Legal and Regulatory Environment

- Strategic Program 2: Build Human Resource Capacity and Promote Service Quality**
- Design a Human Resources Development and Capacity Building Strategy
 - Establish Programs and Action Plans to Implement the National HRD Strategy
 - Develop a Multi-Stakeholder Framework and Policies to Improve Service Quality

- Strategic Program 3: Strengthen Safeguards and Procedures for Destination Planning and Management**
- Strengthen Tourism-related Social and Environmental Safeguards
 - Improve Zoning in Tourism Destinations
 - Develop Adaption Frameworks and Strategies on Tourism and Climate Change
 - Promote Innovative and Green Technologies in Tourism
 - Strengthen Community Involvement in Tourism

- Strategic Program 4: Develop Quality Products and Services**
- Design Tourism Product Development Strategies
 - Develop an Ecotourism Management Strategy for Protected Areas
 - Strengthen Tourism-Related Supply Chains



Strategic Program 5: Improve Connectivity and Tourism-related Infrastructure

- Promote Complementary Expansion of the Aviation and Tourism Industries
- Ensure Tourism is Included as a Key Element of the National Transportation Strategy
- Improve Tourism-Related Infrastructure to Promote Balanced and Inclusive Growth
- Progressively Ease Barriers to Visitor Entry and Internal Travel



Strategic Program 6: Build the Image, Position, and Brand of Tourism in Myanmar

- Determine the Supply, Demand and Gap Characteristics of Myanmar's Travel and Tourism System
- Create a Strategic Marketing Map for Myanmar
- Raise Internal Awareness of Responsible Tourism
- Effectively Manage the Image, Position, and Brand of the Destination in the International Marketplace

Indicative Cost Estimates of the Myanmar Tourism Master Plan



Strategic Program	Cost Estimates 38 Projects (\$ million)	Cost Estimates 23 Projects (\$ million)
Strengthen the Institutional Environment	2.65	2.65
Build Human Resource Capacity and Promote Service Quality	59.50	26.00
Strengthen Safeguards and Procedures for Destination Planning and Management	164.70	12.00
Develop Quality Products and Services	6.45	4.45
Improve Connectivity and Tourism-related Infrastructure	251.00	168.00
Build the Image, Position, and Brand of Tourism Myanmar	2.50	2.50
Total	486.80	215.60



Initiatives for Tourism Development in Myanmar

Promoting Women-led Microenterprises along the East-West Economic Corridor



Funding Organization	Japan Fund for Poverty Reduction (JFPR)
Participating Organization	JFPR and ADB
Implementing Organization	Ministry of Hotels and Tourism & Ministry of Industry
Area of Implementation	SME development in Kayin and Mon State
Project Status	ADB Extended Mission in Myanmar visited to Kayin and Mon States on 23-25 Nov, 2013
Period	2014
Amount	USD 3 million

Development of Human Resources in the Hotels and Tourism Sectors and Capacity Development of the MOHT



Funding Organization	Ministry of Foreign Affairs, Luxembourg
Participating Organization	Luxembourg Development
Implementing Organization	MOHT and MTF
Area of Implementation	Governance, Education, Vocational Training
Period	2014-2019
Amount	EUR 5 Million



Development and Positive Reinforcement of Responsible Tourism in Myanmar

Funding Organization	MOFA, Italy
Participating Organization	Development Cooperation, MOFA, Italy and La Sapienza University, Rome, Italy
Implementing Organization	La Sapienza University, National Management College, Yangon and MOHT
Area of Implementation	Ngwe Saung and Chaungtha Coastal Area
Period	2014-2017
Amount	From 0.4 Million to 0.7 Million EUR



Implementation of the Tourism Master Plan and for the Update of the Tourism Sector Legal and Regulatory Framework

Funding Organization	MOFA, Italy
Participating Organization	MOFA, Italy
Implementing Organization	MOHT
Area of Implementation	Legal and Regulatory Framework in Tourism Law and Capacity Building for MOHT
Period	2013-2014
Amount	EUR 0.225 Million

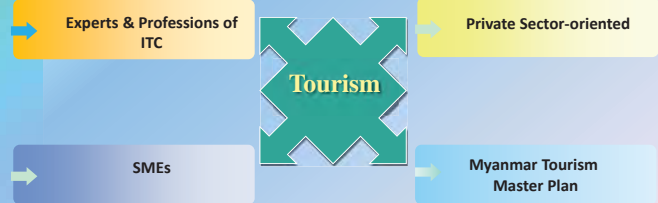


Establishment of the Pilot Model for Regional Development, Bagan

Funding Organization	Japan International Cooperation Agency (JICA)
Participating Organization	JICA
Implementing Organization	MOHT
Area of Implementation	HRD and Tourism Infrastructure Development in Bagan, Mandalay Region
Period	2014-2017
Amount	Technical Assistance



Center for Promotion of Imports from Developing Countries (CBI)



Conclusion



- Tourism : A Catalyst for Development
- Involve in the Tourism Industry.
- Invest in the Tourism Industry.
- Love the Tourism Industry.



Thank You...

Responsible Tourism Development in Kayin State: a Stakeholder Dialogue



'Community Involvement in Tourism' CIT Meaning, Challenges and Opportunities in Myanmar

Daw Kyi Kyi Aye, Senior Tourism Advisor, Myanmar Tourism Federation

Royal Kaytumadi Dynasty Hotel, Taungoo
15th & 16th May 2014



Process of CIT Policy in Myanmar



- Eight workshops: 31 Jan -13 Feb 2013
- Public and private sector, INGOs, community representatives
- Yangon, Nay Pyi Taw, Inlay Lake, Kyaing Tong, Bagan and Loikaw
- High level of commitment and active participation of about 250 participants
- Endorsed by MOHT, Government of the Republic of the Union of Myanmar



I. Union Minister's Introduction

I. Union Minister's Introduction



H.E. Li Htay Aung, Union Minister, Ministry of Hotels and Tourism

It is fully acknowledged by the international community that tourism not only stimulates economic, progress and generates foreign exchange but it may also contribute to the development of the local economy and thus offer additional livelihood opportunities for local communities.

The current process of vast political, economic and social changes in Myanmar renders the nation one of the fast-growing emerging destinations in Asia. The country is of great interest for nations seeking to discover the unique experience of our local heritage and natural resources and interest at a deeper level with the local communities.

The significant growth in Myanmar can contribute to local community employment and income opportunities by adding goods and services as well as by creating their traditions and cultures with visitors.

Community involvement in tourism is becoming increasingly popular among the development circles worldwide as a means of contributing towards rural development and poverty alleviation. Thus, the Ministry of Hotels and Tourism emphasizes the empowerment of communities towards meaningful participation in the mainstream tourism economy.

The Ministry fully believes that if communities are more involved in the decision-making process of tourism planning and management, their livelihoods can be affected directly in a positive way. Furthermore, the localizing form depends on how to develop and manage tourism in a sustainable way can be included in those processes towards the more consideration of commercial interests.

Having said that, this policy will represent the roadmap for upcoming community tourism projects by providing clear guidelines of how to plan, implement and monitor the public and private sector, communities and other organizations.

This policy should be seen as a living document and that be regularly updated to the tourism development process by reviewing the implementation outcomes in order to ensure favourable benefits to community tourism in Myanmar.

H.E. Li Htay Aung
Union Minister
Ministry of Hotels and Tourism
Government of the Republic of the Union of Myanmar



IV. Meaning of Community Involvement in Tourism in Myanmar

IV. Meaning of Community Involvement in Tourism in Myanmar

National and international tourists are becoming more and more interested in experiencing tourism with local people and living cultures. Increasingly, tourists sign community-based tourism (CBT) projects in countries like Thailand and Indonesia were predominantly valued by Western tourists. Nevertheless, the majority of studies on CBT projects are increasingly urban centers and regional tourists. Meeting the growing demand of experiencing CBT is a challenging task if being done in a sustainable manner. Sustainable CBT includes enabling those communities who wish to be involved in tourism to share the natural beauty and cultural significance of different sites in a way that maintains – and possibly enhances – cultural, social and environmental integrity while providing economic opportunities for those involved.

Maximizing the benefit for local communities requires a holistic view in which "balancing the cultural and spiritual significance of different sites" involves much more than the mere appreciation of natural or just delivery of facts and figures about the community or ethnic group. The provision of access to the destination and to general tourist services is equally important, particularly in remote areas. There are various ways to encourage community involvement in the tourism industry and to attract community support and participation. According to the International Association, community participation is a crucial determinant to ensure that local communities will benefit from tourism and that their traditions and values are being respected.

The level of participation in local communities in Myanmar was discussed in all workshops. The majority of participants expressed their concerns that a high level of local community participation might not be possible in the short or medium term due to a lack of experience in decision-making processes. Therefore, most of the participants recommended a medium level of participation for the time being. This means that Community Involvement in Tourism (CIT) in Myanmar is broadly described as follows:

Community involvement in Tourism means to create wealth for local communities. CIT encompasses all other groups in Myanmar. Therefore, it is sensitive to local cultures and values of all people.

- Community involvement in Tourism means to create wealth for local communities. CIT encompasses all other groups in Myanmar. Therefore, it is sensitive to local cultures and values of all people.
- CIT is not limited to cultural, village or ethnic tourism only as it includes mainstream tourism activities and services provided to tourists and the tourism industry in the immediate industry. These opportunities include the provision of accommodation, food and attraction products targeted at a range of niche markets. Local office knowledge and local focus are borne from an exceptional starting point for nature-based tourism attractions, such as bird watching or macro-tourism.
- Community members should be encouraged to start their own small and medium enterprises or to act as founders or team participants primarily with the public of ethnic sector.
- The core aim of CIT is to enable community members to gradually gain substantial control over the development and management of tourism activities in their regions. Thus, the major objective of the

Community members should be encouraged to start their own small and medium enterprises or to act as founders or team participants primarily with the public of ethnic sector.



IV. Meaning of Community Involvement in Tourism in Myanmar

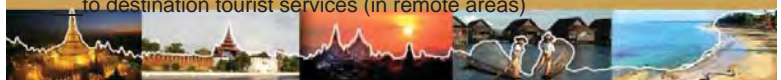
- More interest in experiencing tourism with local people+ living cultures
- CBT projects started 10 years ago in Thailand and Indonesia; predominantly visited by westerners;
- Nowadays, majority are domestic urban and from the region
- Opportunities + Challenges to meet the growing demand of CBT experience (Sustainability +Responsibility)



IV. Meaning of Community Involvement in Tourism in Myanmar

So what does a sustainable and responsible CBT include in the international context??

- Enable those communities who wish to be involved in tourism to share the natural beauty + spiritual significance of different sites that maintains + enhances –cultural, social, environmental integrity while providing economic opportunities for those involved
- Maximise the benefit for local communities with a holistic view: not only interpretative experience (facts +figures)but provide access to destination tourist services (in remote areas)



IV. Meaning of Community Involvement in Tourism in Myanmar

What are the outcomes of all workshops on CIT in Myanmar ?:

- Discussions focus on the level of participation of local communities
- Major concerns :
 - high level of community participation might not be possible in short or medium term due to lack of experience in decision making processes



IV. Meaning of Community Involvement in Tourism (CIT)

Recommendations for " CIT" in Myanmar

- Medium level of participation for the time being
- Communities must be consulted + involved in decision-making processes on tourism planning + management, which directly affect their livelihoods.
- Final decisions shall be made in coordination with the private sector and with the approval of the public sector administration
- Communities should be empowered in the long term to gain full administration in tourism planning



IV. Meaning of Community Involvement in Tourism

How is the Concept of CIT in Myanmar described?

- creates income for local communities
- encompasses all ethnic groups - local cultures + beliefs
- includes mainstream tourism activities and services – not limited to only cultural , village or ethnic tourism
- provides nature related tourism attractions
- demands for food and beverages, village guiding, accommodation, ancillary services
- encourages communities to start SMEs / investors/JVs



V. Our Aims and Objectives

- **Objective 1:** Strengthening the institutional environment + civil societies
- **Objective 2:** Capacity building for community related in activities tourism
- **Objective 3:** Developing safeguards, systems + procedures to strengthen community planning + management in tourism
- **Objective 4:** Encouraging local entrepreneurship through micro and local enterprises
- **Objective 5:** Diversifying and developing quality products+ services at community level
- **Objective 6:** Monitoring positive and adverse impacts of community involvement in tourism



VI. Core Principles of CIT

- Do no harm to local communities
- Local community participation must be informed and willing
- Respect the culture, religion and beliefs
- Gender Responsibilities
- Business Concepts
- Decision-making takes time
- Community Tourism Enterprises must be based on sound business planning
- Successful Community-Managed Tourism Operations necessarily operate within the Mainstream Tourism Network

VI. Core Principles Linked to All Objectives



CIT Policy in Myanmar : Opportunities and Challenges

Opportunities	Challenges
<p>1. Market, Marketing and Quality Management</p> <p>2. Business Affairs</p> <p>3. Participation, Capacity Building and Implementation</p>	<p>1. Market, Marketing and Quality Management</p> <p>2. Business Affairs</p> <p>3. Participation, Capacity Building and Implementation</p>

- Market, Marketing and Quality Management
- Business Affairs
- Participation, Capacity Building and Implementation



CIT Policy in Myanmar: Market Access

Opportunities

- Market Access: Infrastructure investment (roads, harbors, communication, vendor markets, sanitation facilities)
- Tourism Marketing (development of new products based on local culture)
- Quality +Attractive Products (interpretation of hidden stories, innovate authentic crafts, agriculture products, cultural events.....)

Challenges

- CIT products are in areas of poor accessibility, undermining viability, lack of expertise - trained expertise - financial resources – information
- No information on community enterprises, seasonality and vulnerability
- Non attractive products do not sell well, selection of projects



CIT Policy in Myanmar: Business Affairs

Opportunities

- Community/private sector partnership
 - effective community enterprise development with skills development
 - sufficient time and support for success

Challenges

- Lack access to capital, business access, marketing skills
- Communities may not choose partners well



CIT Policy in Myanmar : Participation, Capacity Building & Implementation

Opportunities

- Local Participation
- Capacity Building and Licensing
- Mitigation of impacts

Challenges

- Long term investment and expectations must be managed
- CIT may benefit only the elite
- Failure to identify various levels of management capacity needs may lead to project failure



VIII. Stakeholder Involvement

VIII. Stakeholder Involvement

Whether Myanmar will be successful in moving towards responsible tourism and specifically towards the integration of local communities depends on its ability to work and bring together professional competence, stakeholder perspective and results oriented implementation. The support, commitment and cooperation of all local tourism stakeholders on community tourism development in Myanmar are essential factors for the industry's long term sustainability. Furthermore, it is crucial to identify and understand which communities might be potential cooperation partners in a certain destination and what their specific interests are.

The Role of the Public Sector – National Government
 a) The public sector at the national level ensure that implementation mechanisms are in place and that they are effective and participatory in the Policy on "Community Involvement in Tourism in Myanmar".
 b) This task includes the preparation of suitable frameworks for community tourism development, such as investment opportunities for SMEs in tourism, training opportunities (especially for local contractors), public administration, private sector, SMEs and community), implementation and monitoring of housing and standard systems and marketing of community related tourism activities.
 c) Overall, the public sector at the national level has the responsibility to regulate and facilitate this process.

The Role of the Local Administration
 a) The local administration, including the state and regional administration play a crucial role in actualizing these Action Plans on the local level.
 b) In Myanmar, the local administration takes a leading role in environmental planning, land use, planning and total development initiatives. This task also includes the facilitation of the participation of local communities and tourism businesses in accordance with the national framework.

The Role of the Private Sector
 a) The private tourism sector is the leading vehicle for responsible tourism promotion and development in Myanmar including community involvement in tourism. The private sector needs to ensure that economic development generated through tourism will be sustainable.
 b) Private sector tourism development and investment should be encouraged and sought by local people. Joint venture partnerships between private sector and local communities are recommended.

The Role of Non-Governmental and Civil Society Organizations
 a) It is anticipated that non-governmental and civil society organizations, particularly locally and community based organizations, will encourage the development of tourism in local communities.
 b) They are able to support and assist in preparing and implementing community tourism projects, ranging from tourism and environmental awareness programs to human resource development programs and the implementation of community benefit based tourism initiatives.
 c) They act as mediators between public and private sectors and communities to generate more community involvement in the tourism industry and host a



VIII. Stakeholder Involvement

- The Role of the Public Sector- Union Government
- The Role of the Local Administration (State & Regional)
- The Role of the Private Sector
- The Role of the Communities
- The Role of Non Governmental and Civil Society Organizations
- The Role of Women
- The Role of International and Domestic Visitors



Thank You for Your Kind Attention!

Q & A



Tourism and Peace



Nicole Häusler
SENIOR ADVISOR

Who is Myanmar Tourism Federation (MTF)?

- Myanmar Tourism Federation (MTF) was established in April 2012 under the guidance of Ministry of Hotels and Tourism.
- The MTF is an amalgamation of 11 associations.

The 11 Members of the Myanmar Tourism Federation

Name	Brief description
Myanmar Hoteliers Association (MHA)	600 members; 11 chapters formed by zone
Union of Myanmar Travel Association (UMTA)	400 members mostly in Yangon; not managed by zones
Myanmar Hospitality Professionals Association (MHFA)	4 chapters formed; membership unlikely to be grouped by zone
Myanmar Restaurants Association (MRA)	11 chapters formed by zone
Myanmar Tourism Transport Association (MTTA)	2 chapters formed in Yangon & Bagan; 9 other chapters need to be formed by zone
Myanmar Souvenir Shops Association (MSSA)	Little progress made
Myanmar Domestic Tour Operators Association (MDTOA)	40 members mostly based in Yangon
Myanmar Tourist Healthcare and General Services Association (MTHGSA)	5 members active in 4 zones
Myanmar Tourist Guide Association (MTGA)	3,353 members; 4 chapters formed, 7 others needed by zone
Myanmar Tourism Human Resources Development Association (MTHRDA)	Members mostly based in Yangon; chapters formed in Yangon & Mandalay
Myanmar Marketing Committee (MMC)	Yangon-based; members from FDI hotels and UMTA

Who AM I?

- German
- Lived for six years in Thailand and came many times go Myanmar
- Tourism Consultant (on community tourism projects)
- Have started to work for MTF in January; two year contract

Tourism and Peace



What is the linkage?

Peace

- Peace helps us to have a better life and better income for you and for your family members.
- Peace is essential for our wellbeing – socially, culturally and economically.



Conflicts

- The world is constantly struggling for harmonious coexistence (=peace)
- Social, economic and cultural insecurity are in most cases reasons for ethnic and religious conflicts



Understanding of Peace

- Much too often, peace is understood as an exclusively political endeavour. Two (or more) states (or parties), which have fought each other, decide to lay down their arms and to 'make peace'.



Understanding of Peace

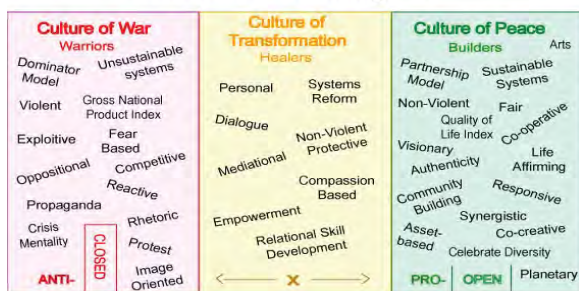
- Research shows that many peace processes are not very long-lasting because a political peace without reconciliation, justice and a 'new deal' in society is, more often than not, unsustainable.
- Why? Because the very reasons for the conflict, its (deep) roots, are not addressed.

Understanding of Peace

- In order to make peace sustainable, one has to work for 'positive peace' including social justice by creating a 'culture of peace'.

Culture of Peace

Cultural Paradigms



Peace

- In order to get a 'culture of peace' we cannot just rely upon politicians but also have to consider other groups from civil society and private sector. They all have to work together for new social relationships.



To achieve a 'culture of peace' ...

- ...we need social, economic and cultural security.
- What can be the role of tourism to achieve this security?

Cultural impacts of tourism

- The fundamental experience of a tourist is to visit a new place and meet its people and culture



Cultural impacts of tourism

- These connections spur dialogue and exchange
- It can break down cultural barriers



Cultural impacts of tourism

- These connections spur dialogue and exchange
- It can break down cultural barriers
- It is a window to new horizons for hosts and guests
- It can promote the value of your local culture

Economic security through tourism

- Tourism can help you to have a better life and more income as tourists spent money in your country (average 145 000 Kyat per day).

Tourism Income

Year	2010 (US\$)	2011 (US\$)	2012 (US\$)	2013 (US\$)
Total Earnings	254 M	319 M	534 M	926 M
Average Expenditure per Person Per Day	102	120	135	145

Economic income through tourism (handicraft)



Economic income through tourism (handicraft)



Economic income through tourism (cooking local food)



Economic income through tourism (village guide)



Social empowerment through tourism

- Through the creation of employment opportunities and income, tourism can empower local people in post-conflict areas by involving local people in decision-making regarding development and tourism.



Empowerment

Social empowerment through tourism



Khun Anee Kwantu, the Headman of Karen Village Huai Hee:

"Before we have started with our tourism project some years ago, we received already tourists, but we had no idea how to manage this situation regarding income, program, guiding etc. After receiving several training we are now able to explain and show our culture and traditional knowledge to our visitors - and we are proud of our management and guiding skills. In the past our youths were not very much interested in our traditional culture and were planning to migrate to big, modern cities like Bangkok.

But the village became much more attractive to them since tourists come here. They are now keen to learn as well a lot about our tradition from the elders in order to become later one of our village guides."



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Good Management and Planning

Peace and Tourism

- Through this social, cultural and economic impacts, tourism can be an important tool of peace-building in Kayin-State.

Peace and Tourism

- Tourism as an economic force can put pressure on the authorities to (re) create the peaceful conditions necessary for business.
- For groups in conflict, the tourism development perspective can be an additional argument in the negotiation process.

Tourism can help to enforce

- To promote broad-based democracy
- Economic equity (reduce poverty by involving local communities)
- Environmental protection (taking care of ecosystem)
- Promotion of local culture

Peace and Tourism

- But** for the development of tourism, you need peace.
- Tourists visit only peaceful regions.
- Peace is the cornerstone of travel and tourism



Summary:

- Close relationship between tourism and peace-building efforts
- Tourism can have an important role in conflict resolution and peace-building!





Achim Munz



Outcomes of the first workshop in Hpa-An: **OPPORTUNITIES & CHALLENGES IDENTIFIED**



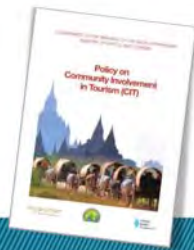
Background



Developing and preparing the **RESPONSIBLE TOURISM POLICY** and the **POLICY ON COMMUNITY INVOLVEMENT IN TOURISM**.

Multiple workshops with government, civil society and local actors over the past 2 years.

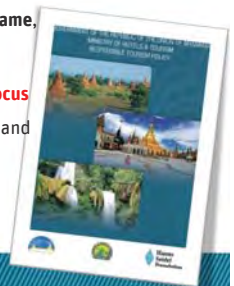
- Identifying the role of stakeholders
- Identifying the responsibilities of stakeholders
- Identifying tourism development priorities
- Establishing a policy framework



What do we mean by responsible tourism?



- A responsible tourism approach aims to achieve the three principal outcomes of sustainable development, i.e. economic growth, environmental sustainability and social justice.
- Responsible tourism and sustainable tourism are not the same, but they are closely linked.
- **The distinguishing characteristics of the approach is the focus on the responsibility of role-players in the tourism sector**, and destinations in general, to take action in order to achieve sustainable tourism development.



Responsible Tourism Policy: Aims



- Tourism is a national priority sector.
- **Broad-based local social economic development.**
- **Maintain cultural diversity and authenticity.**
- Conservation and enhancement of the environment.
- Compete on product richness, diversity and quality – not just price.
- Ensure health, safety and security of visitors.
- Institutional strengthening to manage tourism.
- A well-trained and rewarded workforce.
- Minimising unethical practises.

Community Involvement in Tourism (CIT)



The CIT focuses on exactly that, **community involvement in tourism**

“The overall aim of this policy is “to enhance community involvement in the tourism industry by creating opportunities for local communities and correspondingly expand the tourism product and appeal for domestic and international visitors”.

- *CIT includes mainstream tourism*
- *Community members should be encouraged to start their own small and medium business*

Dissemination of the CIT Policy

CIT Seminars in Shan State, Kaya State and Mon State



Review of Hpa-An workshop – February 2014

- Over 70 participants from public and private sector, civil society and ethnic nationalities. Including various NGOs and the MPC.
- 2-day workshop.
- Aim: To have a stakeholder dialogue / roundtable to discuss tourism development in Kayin State.
- Identity challenges and opportunities of tourism development in Kayin State.



Key opportunities

- Tourism can **stimulate inclusive and relative broad based local economic development** in a post-conflict environment and therefore strengthen the ceasefire towards securing sustainable peace.
- Close engagement and regular dialogue between National and State government, KNU and all stakeholders on priority issues related to economic development can **build trust at the local levels in the peace process** and ensure that communities are integrated in the economic development process.
- Tourism can be an **ambassador for local culture** and provides new opportunities for cultural and information exchange between local stakeholders, civil society and visitors.

Key opportunities

- The **role of civil society** can be strengthened through the principles of community involvement in tourism. This means integrating civil society in the decision making process on how develop tourism and how to implement tourism.
- **Willingness of State government and KNU to cooperate in a dialogue with local civil society** that can eventually lead to an inclusive and local driven tourism development in Kayin State.



Key Challenges

- **Ceasefire negotiations** are still under way and the political dialogue of the peace process has not started yet.
- **Decentralization of benefits-sharing** to State-level and local communities from tourist zone fees, taxes, etc. No systems have been so far set up that encourage generating taxes and financial incentives for the local and state administration.
- **Current lack of active cooperation** between Kayin State government, KNU and local civil society (compared with higher levels of cooperation seen in neighbouring Mon State).
- Perception that the will to implement the **CIT policy is stronger at the Union-level** than the State-level, creating a barrier to trust-building.

Key Challenges

- **Degradation of social and environmental conditions**, both during tourism project implementation as well as during heavy industry in Hpa-an. The natural beauty of the area is the main draw for many visitors and will ensure sustainability for tourism development, so it is important that the natural environment is protected.
- **Land grabs** are an enduring problem related to large development projects and local people are concerned that the same might happen around a successful tourism project, especially regarding the hotel and attraction development.
- **Concerns that the Bed-and-Breakfast model will not channel benefits** to the local community as effectively as a homestay model.
- Lack of well-developed **human resources**.
- Lack of **infrastructure** to support the tourism development in the rural regions.



Destination Kayin



Yangon Office,
Myanmar

What Kayin has to offer tourists:

Ethnic & cultural traditions, including

- Weaving
- Festivals
- Local history
- Local produce and cuisine
- Kayin “done” dancing, and
- A rich variety of ethnic heritage etc etc



Destination Kayin



Yangon Office,
Myanmar

What Kayin has to offer tourists:

Natural scenic beauty, including

- Mountains
- Waterfalls, rivers and caves etc etc

Opportunities for adventure tourism, including

- Cycling
- Trekking
- River boating and rafting etc etc



What is needed for tourism development in Kayin State?



Yangon Office,
Myanmar

IMPROVED DIALOGUE AND STAKEHOLDER CONSULTATION AT ALL LEVELS

- More information-sharing and **local grassroots workshops** with the civil society that go beyond the current workshop and target local communities.
- Identification of **community liaison focal points** from KNU, State government and MOHT.
- Recommendation letters for civil society groups to **become registered organisations** and take an active role in the tourism planning process.
- Coordination between newly developed and potential community tourism projects and the **private sector**. At present it is very difficult attract visitors to communities. Tour operators and travel agencies need to support communities by bringing visitors and advising on tour products.
- Better communication and **information-sharing/ dialogue** between locals and visitors around local knowledge, history and security issues.

What is needed for tourism development in Kayin State?



Yangon Office,
Myanmar

- **Security**
- **Human resources**
- **Infrastructure**
- **Monitoring**



How can tourism support the peace process?



Yangon Office,
Myanmar

- **Greater inclusivity of local community people** and civil society in economic development can build public support for peace.
- High levels of public involvement from different stakeholders including government and community can create a **two-way flow of information**, greater transparency and public discussion.
- **On-going dialogue and discussion** between the public decision makers and the local community and the civil society. This is to strengthen the flow of information, get to know each other's opinions and create trust between the stakeholders.



How can tourism support the peace process?



Yangon Office,
Myanmar

- **Involving ethnic and local business leaders** in tourism development can stimulate greater interest and support for the peace process on both sides. At the same time this should also stimulate entrepreneurship in the local communities. The development of business partnerships between business leaders and potential entrepreneurs should be fostered.
- **Presence of more foreign visitors** can increase knowledge and give local communities a more global perspective. It can also create a “guest mentality” that encourages people to hide internal conflicts and show a positive face to visitors.



Objectives of this Workshop



- Hpa-An was a good first step in developing an inclusive and responsible tourism sector in Kayin State
- The next step is this workshop

Workshop objectives

- Pilot community-level dialogue focusing on Northern Kayin State – Thandaung area
- Generate trust and consensus and facilitate local community planning for region
- Presentation of these workshop outcomes to KNU and State leadership in Hpa-an



Thank you.



COMMUNITY INVOLVEMENT IN TOURISM

- Community-based Eco-tourism for Conservation & Development
- Project Period: 2002 – 2009



OBJECTIVES

- To conserve natural and cultural resources of the communities visited by domestic and international tourists
- To generate economic and other benefits among communities
- To motivate and empower communities to build ownership of resources
- To provide a quality tourism experience and product with a view to ensure visitor satisfaction



COMMUNITY-BASED ECO-TOURISM FOR CONSERVATION & DEVELOPMENT

- > Community-based: ownership
- > Eco-tourism: ecology and tourism
- > Conservation: natural resources & cultural resources
- > Development: social, intellectual, mental, etc...



BACKGROUND

- > First visit to Thandaung Gyi in 1999
- > Attended the training in 2001
- > Approached and organized Thandaung Gyi, Zion Baptist Church community-based or church-based in 2002. The community leaders and villagers all agreed to start the training
- > Trainings conducted twice a year on average
- > Other ethnic groups and hill tribes were brought to Thandaung Gyi



WHY THANDAUNG GYI?

Thandaung Gyi has everything to start CBT or CIT:

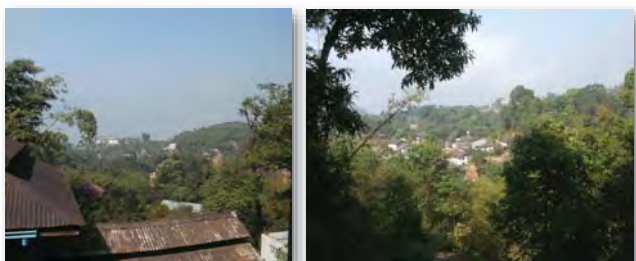
- > A small community rich in cultural and natural heritage
- > Was a hill station or hill resort since early 20th Century in the days of British Colony
- > Only 27 miles away from Toungoo, the biggest town in Bago Division, connecting upper and lower Myanmar. Products from all over the country are available
- > Nearest hill resort from Yangon, only 200 miles north of Yangon and only halfway to Pyin Oo Lwin in Mandalay Division or to Kalaw and Taunggyi in Southern Shan State
- > Very green landscape covered with coffee and tea plantations

Continues on next slide...

WHY THANDAUNG GYI?



WHY THANDAUNG GYI?



WHY THANDAUNG GYI? [Continued]

- > Very pleasant cool climate, especially during summer
- > First prayer mountain in Myanmar is here
- > Exceptionally beautiful folk tale of Naw Bu Baw
- > Especially gifted musicians and singers
- > Unique Hill Karen culture differs from Karen clans from other parts of the country
- > Excellent regional products such as coffee, tea and seasonal fruits...



SWOT ANALYSIS

Strengths

- Nearly two decades experience hosting and looking after the visitors
- Some or many homes are always ready to offer home-stay for domestic travelers
- Visitor satisfaction and recommendations

Weaknesses

- Lack of leadership
- Lack of unity
- Lack of courage to change old practices
- Neglecting/ ignoring advice
- Short-sightedness
- Need motivation
- Wrong/ unrealistic expectations

OPPORTUNITIES & THREATS

Opportunities

- Increasing numbers of domestic travelers/ visitors come everyday and every year
- More and more church camps reserve
- Earning extra income from selling regional products and offering meals and beds
- Repeat visitors come annually

Threats

- The community is small and some want to sell the houses and plots of land to outsiders
- Access: Permission needed for international tourists, questioning at the check-points
- Transportation and communication

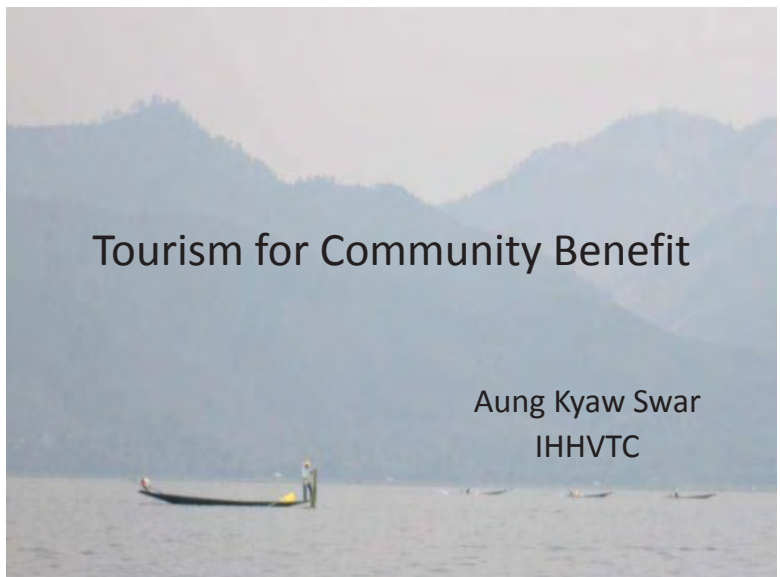
SUCCESS FACTORS

- Houses are built and renovated all the time
- More buildings appeared on the prayer mountain
- Repeat visitors
- Visitor demand for regional products so high, there are never enough to sell



POTENTIAL STAKEHOLDERS TO WORK WITH THANDAUNG GYI CBT

- Ministry of Hotels & Tourism
- Myanmar Tourism Federation
- Hanns Seidel Foundation
- PeaceNexus
- Karen Baptist Convention
- Karen Baptist Theological Seminary
- Bwe' Mopwar Association
- Other denominations and churches in Thandaung Gyi Area



Presentation Outline

- Tourist Destinations
- Tourism and Community Involvement
- Tourism Benefits and Community
- Case examples and community
- Community as Destination Host & Key Player

Tourist Destinations

Tourism destinations; attracts the visitors by

- Its natural beauty
- Ways of life
- Its ethnicity
- Its handicrafts
- Its tradition, culture, religion activities and etc.

Tourist Destination

Regardless of the attraction from above

- Visitors have their own interests
 - Interacting with people
 - At hotels, restaurants, upon services of logistic and etc.
 - Exploring the nature of the destination
 - Trekking, cycling, eating, adventuring, flora and fauna, ecology and etc.
 - Finding out the traditions and culture
 - Social, religion; different traditions, annual festivals and etc.

Tourist Destination

- Visitors have their own needs
 - Luxurious facilities, materials
 - Stars rating hotels, comfortable cars, boats and etc.
 - Safety, security
- Visitors have their own wants
 - Entertainment
 - Night life, culture show
 - Shopping
 - Crafts making, textile, antique
 - Relaxation
 - Spa, reading, and other relaxation facilities

Tourism and Community Involvement

Destination Management & Development would need to have ;

- Harmony of tourism stake holders
- Stake holders' vision on sustainability
- Responsibility as a key
- How do we define "community"?
- Community as a key role player

Tourism and Community Involvement

Community and tourism stake holders

- Tour Operators & Clients
- Hotels & Restaurants
- Service Providers;
 - logistic,
 - guiding,
 - Souvenir venders

What roles communities want to play?

Tourism Benefits and Community

Tourism known as smokeless industry and can help to

- Enhance promoting the traditional and cultural value
- Create a number of job opportunities
- Create to promote the income among tourism workers
- Promote motivation to learn foreign languages

Tourism Benefits and Community

However tourism can create negative impacts if it is not managed properly

- Losing the esteem and practice on traditional and cultural value
- Create the degradation of social and ethical value
- Losing the natural resources, heritages, traditions
- Creating environmental problems
- improper development of material and institutional

Inle Princess Resort & Community



Sustainability and Community Involvement, IPR



- IPR developed a model which purposely created to work together closely with the community

- Nearly 90% of the materials and decorative things were made within the resort; by doing so, IPR can provide job opportunity to 250-300 families from nearby area
- Apart from job creation, the resort could organize
 - a well equipped hospital,
 - 3 orphanages, 6 nursery schools,
 - 1800 ft long wooden bridge,
 - 2 health care centres,
 - one dispensary and many noviciation ceremony through the generosity of the visiting tourists



Sustainability and Community Involvement, IPR



Community Involvement in Tourism



Tourism for Community

Tourism development and professional skills

- Inle Heritage Hospitality Vocational Training Center
- IHHVTC Set Up
- Training Components
- Training Duration
- After Training Program

Tourism development and professional skills



Tourism development and professional skills



Community Based Tourism (Chaing Mai)



Community Based Tourism (Chaing Mai)

A part of Tourism income for the Community Development fund, it is utilized as below;

- cooperative fund
- marketing expenses
- community development
- community welfare
- the village administration committee

Community Based Tourism (Chaing Mai)

- Income from Normal Package
 - 550 Baht/person/trip (1 night 2 days trip)
 - Income Distribution
 - 100 Baht for accommodation
 - 100 Baht for services
 - 150 Baht for 3 meals
 - 100 Baht for community development
 - 100 Baht for local guide & tourism activity
 - Additional Income Generation
 - 200-300 Baht / Day / Guide (for trekking)
 - Available for forest camping; camps to rent (50 Baht/camp)
 - 120 Baht/one hour traditional massage
 - 400 Baht/Traditional Herbal Sauna (for 4-5 person)
 - Sales from community products and culture show (2000 Baht/show), arranging the ceremony
- Income goes to the host
- Income goes to the others, except the host

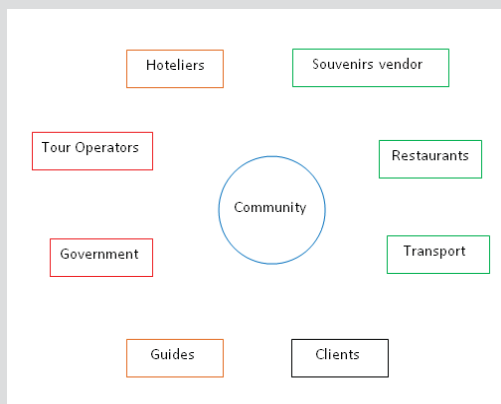
Tourism and Community Involvement, Chaing Mai



Tourism and Community Involvement, Chaing Mai



Community As a Key Role Player



Community As a Key Role Player

- What role community wants to play?
- What benefit community wants to reap?
- What preparation community needs to do?
- What image with tourism community wants to possess?

ကျေးဇူးတင်ပါတယ်...

Aung Kyaw Swar
IHHVTC



Responsible Tourism Development in Kayin State: a Stakeholder Dialogue

Presentation "Bed and Breakfast (B&B) Standards:
Current Situation and Opportunities for the Future"

Mrs Nicole Haeusler & Daw Kyi Kyi Aye
Myanmar Tourism Federation

Royal Kaytumadi Dynasty Hotel , Taungoo

16th May 2014



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Bed and Breakfast Service



Myanmar Bed & Breakfast (B&B) Service Standards

According to CIT Policy (see Objective 4, Action Point a):

Accommodation: Special licenses will be issued for B&B accommodation at urban and village level. B&B Service describes a building containing maximum nine rooms or 19 beds in total. Breakfast should be offered by the owner of the B&B service, preferable a community member. If required, lunch and dinner can be also provided.



Myanmar Bed & Breakfast (B&B) Service Standards

- Accommodation (Architecture)
- Food and Beverage
- Safety and Security
- Activities offered to visitors
- Environmental conditions
- Ownership and administration of B&B
- Marketing and Promotion
- Joint Venture between community/community members with private sector
- Local benefit to neighboring community

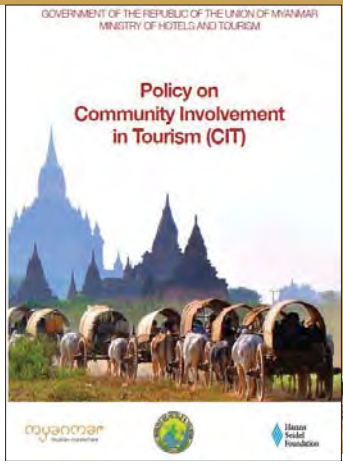


Myanmar Bed & Breakfast (B&B) Service Standards

အမျိုးအစားအရ	ပြည်ထောင်စုရရှိစာရင်းအရ
<p>ဤစည်းကမ်းချက်များသည် မြန်မာနိုင်ငံတော်သမ္မတမြန်မာနိုင်ငံတော်တွင် ဟိုတယ်နှင့်ခရီးစဉ်များလုပ်ငန်းစဉ်ကို ထိန်းသိမ်းစောင့်ရှောက်ရန်အတွက် အသုံးပြုရမည့် စည်းကမ်းချက်များကို ဖော်ပြထားပါသည်။</p>	<p>၁။ အကျဉ်းချုပ်ချုပ်ဆိုချက်များသည် မြန်မာနိုင်ငံတော်သမ္မတမြန်မာနိုင်ငံတော်တွင် ဟိုတယ်နှင့်ခရီးစဉ်များလုပ်ငန်းစဉ်ကို ထိန်းသိမ်းစောင့်ရှောက်ရန်အတွက် အသုံးပြုရမည့် စည်းကမ်းချက်များကို ဖော်ပြထားပါသည်။</p> <p>၂။ ဤစည်းကမ်းချက်များသည် မြန်မာနိုင်ငံတော်သမ္မတမြန်မာနိုင်ငံတော်တွင် ဟိုတယ်နှင့်ခရီးစဉ်များလုပ်ငန်းစဉ်ကို ထိန်းသိမ်းစောင့်ရှောက်ရန်အတွက် အသုံးပြုရမည့် စည်းကမ်းချက်များကို ဖော်ပြထားပါသည်။</p> <p>၃။ ဤစည်းကမ်းချက်များသည် မြန်မာနိုင်ငံတော်သမ္မတမြန်မာနိုင်ငံတော်တွင် ဟိုတယ်နှင့်ခရီးစဉ်များလုပ်ငန်းစဉ်ကို ထိန်းသိမ်းစောင့်ရှောက်ရန်အတွက် အသုံးပြုရမည့် စည်းကမ်းချက်များကို ဖော်ပြထားပါသည်။</p>
<p>၄။ ဤစည်းကမ်းချက်များသည် မြန်မာနိုင်ငံတော်သမ္မတမြန်မာနိုင်ငံတော်တွင် ဟိုတယ်နှင့်ခရီးစဉ်များလုပ်ငန်းစဉ်ကို ထိန်းသိမ်းစောင့်ရှောက်ရန်အတွက် အသုံးပြုရမည့် စည်းကမ်းချက်များကို ဖော်ပြထားပါသည်။</p>	<p>၅။ ဤစည်းကမ်းချက်များသည် မြန်မာနိုင်ငံတော်သမ္မတမြန်မာနိုင်ငံတော်တွင် ဟိုတယ်နှင့်ခရီးစဉ်များလုပ်ငန်းစဉ်ကို ထိန်းသိမ်းစောင့်ရှောက်ရန်အတွက် အသုံးပြုရမည့် စည်းကမ်းချက်များကို ဖော်ပြထားပါသည်။</p>

CIT Standards for Service and Sustainability

စံနှုန်းအမျိုးအစား	အကျဉ်းချုပ်	အသုံးပြု
၁။	၀-၁	✓
၂။	၀-၁	✓
၃။	၀-၁	✓
၄။	၀-၁	✓
၅။	၀-၁	✓
၆။	၀-၁	✓
၇။	၀-၁	✓
၈။	၀-၁	✓
၉။	၀-၁	✓



Appendix 3: CIT Standards for Service and Sustainability in Myanmar

- Based on Global Sustainable Tourism Criteria (GSTC) and the CSR-MAP Project from Thailand
- Minimum Standards = every project has to fulfill this standard from the beginning of the project
- Advanced standards are recommended for the communities to fulfill after 4-5 years after projects have been implemented
- In NPT, the working groups were formed to discuss specific criteria and indicators ad considered which standards to remove or adopt



Appendix 2: Myanmar Homestay Standard – Criteria and Requirements

- Due to reasons related to Myanmar customs and religions, foreign visitors will be offered B&B Services or stay at hotels or lodge houses
- Nevertheless, ASEAN homestay standards for Myanmar were approved in 2010
- Criteria and Requirements on Accommodation, Food and Beverage, Safety and Security, Activities offered as part of Homestay program, Environmental Conditions, Local Benefits, Marketing and Promotion



Current Situation : Law, Procedures, Licensing



Myanmar Hotel and Tourism Law -1993

- To cause a systematic development of the hotel and tourism industry
- To enable tourists to observe Myanmar cultural heritage and natural scenic beauty
- To prevent destruction and damage of Myanmar cultural heritage and natural scenic beauty, due to the hotel and tourism industry
- To contribute to international friendship and understanding through the hotel and tourism industry
- To develop technical knowledge relating to hotel and tourism industry and to open up more employment opportunities
- To provide security and satisfaction of tourists



Issue of Licenses

Directorate of Hotels and Tourism issues licenses of operation and service provision for the following types of business

- Tourism Enterprise
- Hotel and Lodging House Business
- Tourist Transport Business
- Tour Guide Business



DHT- Licensing of Hotel & Lodging House Business

- Minimum Standard requirements for the Hotel Business and the Lodging House Business
- Location and Building
- Lobby and Reception Counter
- Bedroom (20 rooms +)
- Bathroom and Toilet
- Hotel restaurant and Dining Room
- Kitchen
- Staff
- Services
- Security and Fire prevention Arrangements



Thank you
for your kind attention!!!

