



Multi-Stakeholder Workshop on Sustainable Tourism in Ngapali

Workshop Report

8 & 9 May 2017 - Jade Marina Resort
Ngapali - Myanmar

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Executive Summary

In May 2016, a first “[Multi-Stakeholder Workshop on Responsible Tourism in Ngapali and other Myanmar Beach Destinations](#)” was organized by the Myanmar Centre for Responsible Business (MCRB) and the Hanns Seidel Foundation (HSF), in cooperation



with the newly formed Myanmar Responsible Tourism Institute (MRTI). The workshop brought together local stakeholders to discuss priorities and challenges in the development of responsible tourism at Myanmar’s premier beach destination, Ngapali, and lessons for other coastal destinations throughout Myanmar.

A second workshop, the subject of this report, was organised by the same three organisations on 8-9 May 2017 to discuss developments that had taken place in the tourism industry in Ngapali since May 2016 and identify ways to continue developing the tourism sector in a responsible and sustainable manner.

Nearly 80 local stakeholders and tourism experts, including government officials, hotel owners, managers, restaurant, shop owners, fishermen, local villagers, environmental experts and other civil society organisations also attended the workshop.

The Union Minister highlighted sustainability, including that 2017 has been declared the International Year of Sustainable Tourism for Development by the United Nations. He urged locals to take action against the waste piled up in Ngapali, stating, “The future of Ngapali is in your hands”, saying he was reluctant to support airport expansion to grow tourist numbers until this and other environmental issues were addressed.

Sharing his concern about sustainability, in polling, a majority of participants (35%) identified environment as their top concern for Ngapali, followed by the lack of local participation in decision making (16%). Amongst specific

environmental concerns, solid waste management (62%) came top. up from 34.5% in 2016, followed by sand-mining (18%).

The workshop was informed about the new 'Ngapali Beach Sustainability and Beautification Steering Committee' led by the Rakhine State Development Affairs Minister U Min Aung which aimed to enforce in Ngapali MoHT Order1/2015 for the Sustainability of Coastal Beach Areas (see Annex). One of their tasks is to monitor and investigate illegal activities on the beach such as sand mining.

Participants highlighted that Ngapali is a high-class destination compared to other beach destinations in Myanmar and therefore ensuring its cleanliness is essential if the market is to be retained. Charging for waste disposal services had been introduced and was essential.

More garbage bins are needed and people need to be educated about littering, environmental conservation and waste. Hoteliers should help the Development Committee tackle waste issues. Local entrepreneurs should train up younger people. A local community volunteer initiative to pick up litter up the area had already been established, and the workshop heard how this 'Trash Heros' approach was spreading throughout Myanmar.

Collecting trash is not enough: appropriate disposal of trash is a bigger challenge. Another landfill has been acquired. Reduce, Reuse Recycle is essential. Chu' Chu' explained their approach to upcycling discarded plastic trash into gift items and offered to train a similar project in Ngapali.

At the end of the workshop, participants developed a "Trash-Free Ngapali Action Plan" which highlighted Ngapali Action Plan". Action points include:

- Better collaboration amongst stakeholders - business, government and community
- identifying sources of trash
- providing more garbage bins for different kinds of trash.
- raising awareness in schools and with visitors and the public;
- encouraging local leadership and ownership of the problem amongst all stakeholders - business, government and local community - as the problems could only be solved locally and not by outsiders or NGOs.

Thandwe and Ngapali government officials and Myanmar Hoteliers Association committed to work together on these issues.

Other topics discussed on the environment were sand mining, where the Minister stressed that this was forbidden on the main tourist beaches, but it was identified that current penalties are inadequate, and threats to mangroves, which needed both to be protected, and replanted, and could also be used for tourism.

The workshop also heard a presentation on the ECPAT/MRTI situation analysis of child sexual exploitation in the tourism industry and online, and the risks of this in Ngapali, including the need for increased awareness in the tourism sector and an effective reporting mechanism.

The other main topic for discussion was destination management, including planning. The increase in both domestic tourists (40% year-on-year and likely to increase with more road links to Yangon) and international tourism poses a threat – mainly to the environment, but also to local culture and the cost of living – as well as an opportunity for Ngapali. It was identified as important that the opportunity is one that benefits local people.

90 % of the staff employed in Ngapali are locals but seasonal unemployment is a problem. Increasing the economic benefits of tourism for the local community including through local human resource development was discussed with briefings on ongoing HRD activities in the Myanmar Tourism Sector.

Ngapali currently has 28 hotels, 26 guesthouses and 14 hotels/guesthouses that are under construction. Problems concerning licensing of tourist accommodation were raised, including lack of clarity and red tape, and problems for local people to enter the accommodation market.

It was noted that there are, and will continue to be, tensions between different stakeholders (e.g. hotels and fishermen) although there should be scope for collaboration since all can benefit from the same tourist value chain.

To manage the growth of Ngapali's tourism industry sustainably, two types of plan were identified as necessary:

- a tourism-focused Destination Management Plan, which should also address issues like environmental conservation since the environment – beaches, mangroves etc – provides ecosystem services which benefit local people directly and can support tourism.
- a related, municipal master plan to address the growth of Ngapali, including villa and estate developments, and local needs. An online poll targeted at visitors had showed that 95% of the participants favoured construction of low-rise buildings instead of high-rise buildings at the beach. The Minister reaffirmed the existing height restrictions of 10 metres and the tallest tree should apply.

The draft Rakhine State Socioeconomic Development Plan could help support sustainable development of Ngapali, for example for tourism destination management.

In terms of next steps, HSF, MCRB and MRTI conclude that, in view of the fact that the workshop discussions consistently highlighted the need for local leadership to take forward the identified actions which are noted in this report, HSF, MCRB and MRTI stand ready to support local stakeholders, as well as MOHT, as they initiate any follow-up, to the extent that support from our organisations is needed

All presentations from the Workshop can be found on MCRB’s website: <http://www.myanmar-responsiblebusiness.org/news/ngapali-workshop.html>.



DAY 1

Opening Remarks



U Ohn Maung, Union Minister, Ministry of Hotels and Tourism (MoHT) welcomed participants and talked about Ngapali's value to Myanmar's tourism sector. Ngapali attracts mainly European tourists and on an average tourists stay for 3 to 4 days. However, Ngapali has also been attracting an increasing number of domestic tourists: there has been a 40% increase in domestic travellers in 2016/17. The Minister highlighted the importance of developing

sustainable tourism in Ngapali and expressed appreciation for the organisers' efforts. He urged all participants to actively participate in the workshop and highlighted that promoting sustainable tourism is one of the priorities identified by the Ministry of Hotels and Tourism after the United Nations declared 2017 as the International Year of Sustainable Tourism for Development. Finally, he thanked all partners and participants for coming together to build a sustainable tourism sector in Myanmar.



Achim Munz, Country Representative, Hanns Seidel Foundation (HSF) talked about his experience in Ngapali over the years and the positive and negative changes he has witnessed as a tourist. Even though Ngapali is developing, its beauty and fresh feeling has remained unchanged. On the positive side, he mentioned infrastructure, electricity, economic development and the growth of domestic tourism. He said the Ngapali community should

find ways to cater to both domestic and international tourists. On the negative side Achim identified waste management. He concluded by reiterating that responsible tourism is needed to ensure the beauty of Ngapali is kept alive.

Aims of 2017 Workshop

Vicky Bowman, Director, Myanmar Centre for Responsible Business (MCRB)

welcomed the Ministerial presence at the workshop. She reiterated that, as the Minister had told local stakeholders the previous day, the responsibility to develop sustainable tourism in Ngapali lies with the people of Ngapali, and not with non-governmental organisations (NGOs) who could only support local efforts. both in Ngapali and at region/state level such as the drafting of the Rakhine Socioeconomic Development Plan, She reminded participants of the debates around the future of Ngapali at the 2016 workshop, during which participants were asked whether they preferred development of Ngapali to be low-rise or high-rise. 80% of participants preferred low-rise. When the same question was asked of visitors to Ngapali online in early 2017, 95% preferred low-rise (of 484 total responses). To meet these hopes, Ngapali’s development needs proper municipal and destination planning.



Recent Developments in Ngapali’s Tourism Sector

U Kyaw Thu Hlaing, Administrator, Ngapali General Administration Department (GAD) gave an overview of recent developments. He noted 19,000

people currently live in Ngapali. In the past year, there had been a significant increase in construction. Currently, there were 26 hotels and 28 guesthouses in Ngapali, with 14 hotels/guesthouses under construction. Waste management is still a big challenge but the government is working to resolve this issue. Ngapali Township Development Committee has recently bought 3.05-acres for landfill.



Another recent development in Ngapali has been the establishment of the ‘Ngapali Beach Sustainability and Beautification Steering Committee’ in September 2016. Rakhine State Development Affairs Minister U Min Aung leads the Steering Committee while U Nyi Nyi Htwe, the General Administrator of Thandwe District, is the joint secretary. One of its main responsibilities is to enforce the “Order for the Sustainability of Coastal Beach Areas” in Ngapali. Under the Steering Committee, a Working Committee has been established, led by U Than Zaw Han General Administrative Officer

of Thandwe Township. U Kyaw Thu Hlaing, GAO of Ngapali and U Win Maung Maung, Assistant Director of DoHT for Thandwe District serve as joint secretaries of the Committee. The Working Committee's primary responsibilities include monitoring and investigating harmful activities such as sand and rock mining along the coastline, illegal activities carried out by licensed hotels and guesthouses, and any other activities contravening the "Order for Sustainable Coastal Areas"(see below).



He noted that the police had filed one case concerning illegal sand mining activities in February 2016, basing themselves on the 2006 Water Resources and Rivers Law. However, the financial penalties applicable under that law are insufficient to discourage sand mining. [Note: this law is currently under revision in the Parliament, including the level of penalties].

Order for Sustainable Coastal Areas: MoHT Notification 2/2015 1 January 2015

- To have a minimum distance of 50 metres from the point of the highest tide
- Not to exceed two-storey building and no higher than 10 metres and the tallest tree;
- No other massive is allowed along the beach area;
- Architecture and construction materials need to be especially chosen for the beach area;
- To allocate enough area for car parking with greenery
- To avoid construction of high walls, fencing which may block the beach views
- To avoid the digging of the beach sand the rocks for construction;
- To construct the road for the public to go to the beach;
- To build the hotel design with Myanmar architectural design and to match the background colour with natural beauty; (Roof-green colour or gray colour)
- If build hotel at the hilly places, to avoid much cutting and digging the soil, trees, and forests; If necessary to cut possible less destroyed the natural situation;
- The building at the hilly places must have under the sky line;
- The building hotels at the coastal area must build at the designated zone area of the State or Regional Government
- To build at the permitted land area of Laya30 and avoid building at the forest land and vacant land areas;
- If got the permission from Ministry of Hotels and Tourism for building, to build at the designated area of the State or Regional Government

U Win Maung Maung, Assistant Director, Thandwe Ministry of Hotels and Tourism (MoHT) presented on Ngapali's tourism figures and infrastructure. Tourism in Ngapali grew 25% between 2015 and 2016 (see slide below in Burmese). There were 78% more domestic visitors between 2015 and 2016, and 13% more foreigners. The growth of both local and foreign visitor numbers is expected to continue, particularly locals who in 2016 comprised 39% of visitors, up from 29% in 2015 (figures to April 2017 show this is continuing, at 40%). The majority of foreign tourists come from Germany, Britain, and France.

The hotel segment has witnessed significant growth, with 5 new hotels set to be built by end of 2017. Currently, there are 33 guesthouses and 26 hotels in Ngapali (see presentation for further details). 90.5% of the hotel staff are locals. The height restrictions have been recently adapted to make clear that while the maximum height remains 10 metres or the tallest tree, it is permissible to build three stories meeting these requirements.

The **Q&A** covered the challenges around enforcing the ban on sand mining, such as the lack of a specific law, which is needed, and currently inadequate fines. Other issues were raised on the environmental including water management.

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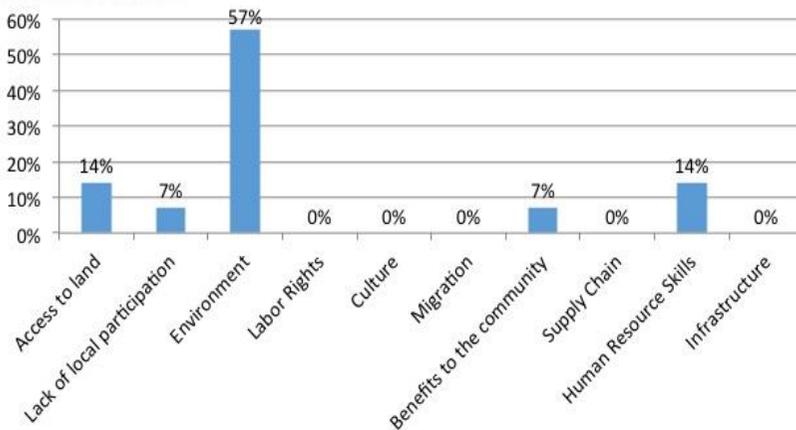
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Polling: What do we think about Tourism Development in Ngapali?



Participants were asked to identify their top concerns related to tourism development in Ngapali, as they had done in 2016. Environment remained the top - and a growing - concern, selected by 35% of participants (up from 29% in 2016), followed by the lack of local participation in decision-making (16%). Solid waste management remained a key environmental concern, selected by 62% of participants (up from 34.5% in 2016), while sand mining was

In Ngapali the most important tourism related impacts that need to be addressed are:



chosen as the second-most important environmental problem with 18% votes (23.5% in 2016, also 2nd place).

Panel Discussion on Tourism in Ngapali: Local Employment & Economic Benefits

For the first panel of the workshop, the moderator, **Mr. Achim Munz, Country Representative, Hanns Seidel Foundation (HSF)**, invited **Daw Ohnmar Khin, Ngapali Hoteliers Association; U Myint Lwin Oo, Tour Operator & Boat Service; U Aung Kyaw Mya, Fishery owner; Daw Htar Ei Hlaing, Sales & Marketing Manager, Oriental Ballooning** to talk about their businesses and the benefit these provide to the local community.

Main points from the panel discussion included:

- Although tourism in Ngapali creates jobs, it also leads to disputes between different stakeholders, for example hoteliers and fisherman. However, they were mutually dependent on the tourism value chain, so there should be scope to work together.
- Concern about environmental issues, particularly garbage in multiple locations and on the water and beaches. This has a negative effect not only on the tourism sector – with tourists commenting unfavourably on this when they visit fishing villages - but also on locals.

The panellists agreed that as a single tourism value chain linked them all, all stakeholders should work together, particularly in the area of environmental management. The Q&A for this session centred on issues related to garbage and waste management in Ngapali, identifying the need for more garbage bins and for education on environmental and waste issues.

Panel Discussion on Licensing and Registration of Accommodation

For the next panel discussion, the moderator, **Barbara Schott, Responsible Tourism Consultant and Associate with Tourism Transparency**, invited **U Win Maung Maung, Assistant Director, Thandwe Ministry of Hotels and Tourism (MoHT)**; **U Aung Aung Kywe, Staff Officer, Environmental Conservation Department (ECD)**; **Thamilini Guna, Consultant, IFC (World Bank Group)**; **U Aung Than Win, Owner of AZ Family Guesthouse** to discuss licensing and registration of the accommodation sector.



L-R: U Aung Than Win, Guesthouse owner; U Win Maung Maung, MoHT; U Aung Aung Kywe, ECD; Barbara Schott, Moderator; Thamilini Guna, IFC.

In the discussion:

- U Win Maung Maung talked about the MoHT license, which can be obtained after paying a license fee and complying with the rules. However, some changes are being made. Previously the national government was in charge of issuing licenses, but this would soon be done at the level of regional government. It was hoped that these changes would be implemented as soon as possible, although there have been some delays.
- U Aung Aung Kywe discussed the role of MONREC in the permitting projects for environmental compliance under the Environmental Impact Assessment (EIA) process. There were three categories: for hotels with fewer than 80 rooms (may require Environmental Management Plan (EMP)), 80 to 200 rooms (Initial Environmental Examination (IEE) and EMP), and over 200 rooms (Environmental Impact Assessment (EIA) and EMP).
- Thamilini Guna talked about her research on the challenges of the licensing process, based on. Firstly, obtaining approvals takes a long time and the process needs to be made more transparent. Individuals who need a license are unclear about the requirements; they feel rules are being applied differently to different people. Guesthouse owner U Aung Than Win echoed this, stating that the laws in Myanmar are very difficult for local people to understand. Thamilini Guna recommended that licensing should be done at local level, starting with examining the whole process and then narrowing it down to what is needed in Myanmar.



The conclusion of this discussion was that more clarity was needed in the licensing procedure. **Q&A** focused on environmental issues and requirements to obtain the MONREC approval, including the need for a third-party expert to conduct an Environmental Impact Assessment (EIA), which is then either approved or rejected by MONREC.

Panel Discussion on Human Resource Development in Ngapali

For the final session of the day, moderator **U Nyunt Win Naing, Chairman, Myanmar Responsible Tourism Institute (MRTI)**, invited **Daw Theint Theint Htwe, ILO Master Trainer; Mr. William De Marco, Hospitality Project Manager, FXB; Daw Lilly Kyu, Operations Manager, Amara Ocean Resort** to discuss Human Resource Development in Ngapali and how to tackle the skill shortage that exists in the region.

The discussion focused on the following points:

- There is a large need for skilled employees in Ngapali, especially in the hospitality sector. But it is difficult to provide employment throughout the season. This is a big issue especially for hoteliers.
- There are limited training opportunities for staff in this area. Currently, two types of training are available:
 - training provided by MoHT
 - language training provided by the private sector.
- FXB is starting a vocational training program for disadvantaged youth, with the goal of helping local people.



*L-R: Daw Theint Theint Htwe, Master Trainer;
Daw Lilly Kyu, Operations Manager, Amara Ocean Resort;
Mr. William De Marco, FXB;
U Nyunt Win Naing, Moderator.*

DAY 2

Research on Child Safe Tourism in Coastal Tourism Destinations

U Than Hlaing Oo, Lead Researcher, **Situational Analysis on Child Sexual Exploitation Online and in Travel & Tourism** talked about his research, funded by Terres Des Hommes-Netherlands in cooperation with ECPAT and UNICEF. The aim of the research is to produce a situational analysis of child sexual exploitation online and in travel and tourism.



လေ့လာတွေ့ရှိချက်များ

Government sector

- District/township level police need deeper understanding on Child Law and Child Rights
- DSW - Lack of capacity, insufficient staff & budget
- DSW and MoHT have no experience to work together for SECO and SECTT cases

Tourism sector

- MoHT should have a reporting mechanism in place for travellers (eg., child help line)

INGOs/NGOs

- What happens after the project ends? (Eg..Case Management System, WV project end)

CSOs/CBOs/CPAGs

- Work is not as productive as it should be due to lack of child protection expertise

Sex workers

- Need to raise awareness of children's rights (not to be targeted by MSM/FSW)

Close relatives/ neighbors most likely to be the offender

Research has been conducted in tourist destinations such as Yangon, Mandalay, Tachileik, Ngwe Saung, Chaung Tha, and Bagan. It includes literature review, working group meetings and multi-stakeholder roundtable meetings. Findings thus far have been different for each location. For example, the situation in Tachileik is especially difficult due to the prevalence of narcotic drug use and human trafficking. Another problem is that exploiters take advantage of children who live in poverty and are in close contact with the exploiter.

Ngapali is a possible destination for further research, and U Than Hlaing Oo invited participants to contact him if they would like to share their knowledge on this issue and its prevalence in Ngapali.

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Panel Discussion on Practical Examples to tackle Environmental Issues

For the first panel discussion of the second day, the moderator, **Barbara Schott, Responsible Tourism Consultant and Associate with Tourism Transparency** invited **Dr. Maung Maung Kyi, Environmental Conservation Specialist; U Phyo Maung Maung, Let's Save Our Beach Representative; U Phone Kyaw Moe Myint, Trash Heroes Myanmar** and **Daw Wendy Neampui, Director, Chu Chu** to provide the audience with examples on how to tackle environmental issues and also to share their opinions.



L-R: U Phyo Maung Maung, Let's Save our Beach; Phone Kyaw Moe Myint, Trash Heroes; Dr. Maung Maung Kyi, Environmental Conservation Specialist; Barbara Schott, Moderator; Daw Wendy Neampui, Chu Chu.



Daw Wendy Neampui, Director of Chu Chu shared the technical know-how she had acquired from a European Union-funded project on recycling or 'up-cycling' plastic waste into consumer goods. The overall goals of her project were environmental conservation and income generation, especially providing employment for younger women from low-income families. Using waste plastic as a raw material, they were able to create nearly 50 types of new products.

The plastic used is purchased from wholesale markets or Yangon City Development Committee (YCDC). According to Wendy, there is need for education on waste management as only 2% of the plastic found in garbage is usable. Majority of the plastic still remains unused. She also highlighted the difficulty in selling their products in the local market and the resistance she faces from the government at different stages (e.g. while building her showroom using plastic).

U Phone Kyaw Moe Myint “Carl” from Trash Heroes Myanmar spoke about the initiative he has started as a Myanmar branch after he saw the trash lying around Inya Lake in Yangon. Clean-up events organised by Trash Heroes Myanmar have attracted around 3000 people and they have organised 19 clean up-up events so far. According to Carl, the greatest challenge is finding leaders who can take responsibility and educate the people of Myanmar on waste management. He emphasized that “Trash Heroes” is about motivating and inspiring people.



Trash Heroes Myanmar:

Volunteering for Clean-Ups under:

<https://www.facebook.com/trashheromyanmar/>

Dr. Maung Maung Kyi spoke about the mangrove trees around Ngapali beaches, which are being used as firewood. He started a conservation project in Gwa where 5 million mangroves have been planted. The mangrove areas around Ngapali need to be protected, as they provide ecosystems services and are also tourist attractions.

U Phyo Maung Maung talked about “Let’s Save Our Beach”, a new initiative he is part of. Similar to Trash Heros, this initiative arranges clean-up programs especially of Ngapali’s beaches. Although it is in its early days, he has a long-term plan: to set up an education centre to organise training programs on garbage management for school children through games and other interactive methods. He also mentioned that the lack of garbage bins in Ngapali is a major problem. Phone Kyaw Moe Myint also pointed out that when garbage bins are full, no one comes to collect the trash.

Both Dr. Maung Maung Kyi and U Phyo Maung Maung reiterated the need to raise awareness of waste management at an individual level, especially young people and children and also by setting up signboards at the beach. All panellists agreed that stakeholders must work together to find solutions.

During wider discussion, participants commented that:

- Educational talks are necessary.
- Weekly garbage collection is needed.
- Every individual should take action; NGOs can only assist them in this process.

- Garbage is hurting the image of the beach, and will lead to Ngapali falling in its ranking as a top Asian beach destination.
- There was a need to stop blaming others on the garbage issue and instead everyone should work together to solve it.

Local Environmental Issues. What has changed in the last 12 Months?



*L-R: U Kyaw Soe Tun, MRA;
U Saw Lwin, NDC*

Continuing the discussion on environmental issues, the next session focused on what locals in Ngapali can do to address the issue of garbage. **U Saw Lwin, Ngapali Development Committee (NDC)** and **U Kyaw Soe Tun, Myanmar Restaurant Association (MRA)** gave an overview of the achievements and challenges faced since the last workshop.

U Saw Lwin, Ngapali Development Committee addressed the youth and local entrepreneurs in Ngapali in his opening remarks. He thanked the youth for executing clean-up programs and volunteering. He believed local entrepreneurs should provide

the technical know-how to help the youth continue their work. He also mentioned that the Development Committee has recently bought a plot for landfill. He asked hoteliers to assist the Development Committee, as they cannot tackle the waste issue alone.

U Kyaw Soe Tun, MRA summarized the impact of domestic and international tourism on environment and local economy. Undisputedly, there are more employment opportunities to be seen and tourism-related businesses are growing every year. Nevertheless, population density and urbanisation have led to environmental pollution in the rivers, beaches and sea. He criticised irresponsible littering and the lack of designated spots to dispose garbage.

Q&A focused on solutions – new and needed - to curb the garbage problem:

- A landfill separate to the Thandwe garbage dump, has been identified and bought.
- 5-6 garbage trucks are needed to collect all the trash from Ngapali and Thandwe, compared to the 2 that currently exist.
- A garbage tax has been introduced: 2000 Kyat per unit.
- Hotels now pay a higher garbage tax rate.
- 60,000 kyat fine for cleaning up garbage left by shops.

Monitoring Environmental Issues



Marlo Perry, Responsible Tourism Advisor, MRTI discussed ways for locals to monitor environmental issues and presented examples concerning sand mining.

A collaboration between the Myanmar Maritime University and the Technical University Delft (the Netherlands) is currently working on a research project to study coastal erosion in Ngapali and find out how quickly the beach is eroding. Everyone can easily contribute to the research and monitoring data by submitting data of his/her position on the beach.

Anyone visiting or living in Ngapali with a smartphone can participate here:

EMAIL: ngapalibeacherosion@gmail.com

Facebook: <https://www.facebook.com/ngapalibeacherosion/>



WHAT YOU CAN DO

Anyone with a smartphone can participate in the research. It is very easy to participate.

1. Walk from one of the hotels/resorts in a straight line towards the sea
2. Position yourself at the point where the seawater just reaches the land as shown on the image
3. Take a picture of the hotel (facing towards the land)
4. Repeat this as many times as possible (for example: one picture every morning and one every afternoon)
5. Send the pictures to the email address as below and also include the name of the hotel/resort

EMAIL: ngapalibeacherosion@gmail.com

Facebook : <https://www.facebook.com/ngapalibeacherosion/>

HOW IT WORKS

Each pictures can be seen as a measurement of the beach size. When enough measurements are made it can be seen that the beach is getting smaller and by how much.

Destination Management Planning

Barbara Schott, Responsible Tourism Consultant and Associate with Tourism Transparency presented on destination management and improving Ngapali's image as a tourism destination.

In the case of Ngapali, planning is extremely important for the following reasons:

- Growing number of tourists coming to Ngapali
- Need to conserve and protect environment that locals benefit from
- To manage socio-cultural changes
- To see benefits from tourism (increased employment, income etc.)

Barbara Schott highlighted that developing a destination management plan will be beneficial as it will create a competitive edge, spreads benefits, improve tourism yield and help build a brand identity.

What is destination management?

- **Destination management** is the **co-ordinated management** of all the elements that make up a destination:
 1. attractions,
 2. amenities,
 3. access,
 4. marketing,
 5. human resources, and
 6. pricing
- **Strategic approach** to link-up these sometimes very separate entities for the better management of the destination.
- **Joined up management** can help to avoid duplication of effort with regards to promotion, visitor services, training, business support and identify any management gaps that are not being addressed.

The diagram features a central thought bubble containing the text "Who has the mandate to coordinate and lead???" in red. Below this bubble is a blue rectangular box with a white arrow pointing left, containing the text "Policies, legislation, regulations, taxation".

The Role of Urban Planning

Dr. Toe Aung, Director, Yangon City Development Committee (YCDC) presented on urban planning. He explained that if a city does not have an urban plan, it can lead to many negative effects. Once a standard urban plan is designed, it can be used by future governments. In the case of Yangon, YCDC started city planning in 2012. There is a plan in place until 2040.

Dr. Toe Aung introduced the five principles of 21st century urban development that should be the basis for planning:

1. ADEQUATE SPACE FOR STREETS AND PUBLIC SPACE IN AN EFFICIENT STREET NETWORK

- 30-35% to the street 15-20% public space / 50 % plots.
- At least 18 km of street length.
- At least 80 crossings per km²

2. MIXED LAND USE

- At least 40 percent of floor space allocated to economic use
- Limited land-use specialization; single use blocks should cover less than 10% of any neighbourhood

3. SOCIAL MIX

- 20-50% of residential area should be low cost housing
- Each tenure type should be not more than 50% of the total

4. ADEQUATE DENSITY

- At least 15.000 people per km², that is 150 people/ha

5. CONNECTIVITY

- Emphasis on walking distances and public

Although city planning is essential, there is a risk that it can lead to corruption and increase in land prices. Compared to the other beach destinations in Myanmar, Ngapali is a high-class destination and hence more expensive than Ngwe Saung and Chaung Tha. However, Ngapali still has many issues to resolve with respect to urban planning, if it wants to continue growing as a tourist destination.

Dr. Toe Aung identified the following as the strengths and weaknesses of Ngapali from an urban planning perspective:

Strengths

- A Special Development Zone with international standards
- The best beach resort in Myanmar
- Resort hotels with green environment
- Promoting socioeconomics related to the development of hotel zones
- Land availability for meeting, incentive, conversion and exhibition (MICE functions) and other amenities

Weaknesses

- Mostly reliant on air transportation
- Hotel room rates are costly to local tourists
- Weak in tourism amenities, services and management
- Inappropriate urban infrastructure
- Beach cleansing system
- Need cross roads from the main road to the beach in the hotel zones of LinTha and MyaByin
- High land cost and land speculation

- Conflicts within land ownership, fishing and development works of hotel zones
- Lack of transportation, electricity and drinking water causes underdevelopment of Gaw village.
- Waste generation much higher than the population and waste collecting vehicles
- Inappropriate waste disposal system, impacts to public health and environmental degradation

He recommended the following:

- Transportation and infrastructure development
- Electricity
- Solid waste management
- Protection of natural resources
- Human resource development and opportunities
- Preservation of culture
- Focus on Tourism Sector

Group Work – Trash Free Ngapali Action Plan

Participants were asked to form four groups and create an action plan for a “Trash Free Ngapali”. The following instructions were given:

- As a group, draw up an action plan for a “Trash Free Ngapali”.
- Make a list of:
 - What needs to be done?
 - Who should do it?
- Are there any changes needed to laws to achieve this plan?
- How will you personally support a trash free Ngapali?



Participants came up with the following recommendations for a Trash Free Ngapali:

- Look into the source of trash. Where is it coming from?
- Increase the number of garbage bins in public areas and have different bins for different categories of trash
- Provide educational and awareness-raising activities in schools, on social media, and set-up sign boards.
- Cooperation between all levels of local communities: CSOs, private sector and government to work together to tackle garbage issue. Create a long-term and short-term plan to tackle trash issue in Ngapali.
- Create a garbage collection schedule with support from the government.
- Create a community where locals can send photos of trash lying around to the municipality. This will locals to map where trash is located and which areas need greater attention.
- Enact a garbage tax and tackle undisciplined littering with a fine.
- Start a “Trash Hero” project in Ngapali.
- Reduce garbage production, particularly plastic waste production in Ngapali at the beach.
- Pick up trash at Pearl Island with the support of boat association.



Concluding Remarks

For the closing ceremony of the workshop, H. E. Union Minister U Ohn Maung and his delegation, including Rakhine State Minister for Finance and Planning, U Kyaw Aye Thein, shared their thoughts on the main points discussed during the workshop.

U Ohn Maung, Union Minister, Ministry of Hotels and Tourism (MoHT) said that he appreciated the open discussion and inputs from locals. He thanked the organisers and participants for their participation. He shared further thoughts on the waste problem. He said that as soon as he landed in Ngapali, he saw piles of garbage by the road, and this made him want to turn around and go home. He noted that this was mainly caused by the lack of garbage bins, as well as littering by locals and visitors due to lack of awareness. He emphasised that all of this was harming the image of Ngapali and Myanmar. He said the Development Committee is working to clean up streams but greater effort was needed from businesses to arrange timely garbage disposal.

The Minister noted that new landfill sites have been acquired, along with bins; Myanmar people should be told not to litter and this education should start in schools; foreigners often put the trash in their pocket while locals throw it out of the window. He said that locals must participate in this effort and that government departments should work closely with people. He called on people to discourage those littering the streets and public areas by telling them where to dispose garbage. He said he hoped to come back next year and find Ngapali trash-free. He further noted that if these new arrangements remain successful, by next year he would take steps to expand the local airport to increase tourist arrivals. Addressing locals and hoteliers, he stated “Your destiny is in your hands”.



U Kyaw Aye Thein, Minister for Finance and Planning, Rakhine State gave further clarification about the Ngapali Beach Sustainability and Beautification Steering Committee which was formed on 22 September 2016. The Working Committee includes government officials from Thandwe/Ngapali and members from Myanmar Hoteliers Association.

Mr. Achim Munz, Country Representative, Hanns Seidel Foundation thanked the Union Minister and State Minister their inputs. He reminded the participants that searching for solutions is largely about local participation and that tackling issues such as waste management, will define the future of Ngapali and the future of population that benefits from tourism in the region. Finally, he thanked the participants and noted that all stakeholders have the same end goal: to keep Ngapali beautiful.

Once again HSF, MCRB and MRTI conclude that, in view of the fact that the workshop discussions consistently highlighted the need for local leadership to take forward the identified actions which were noted in this report, HSF, MCRB and MRTI stand ready to support local stakeholders, as well as MOHT, as they initiate any follow up, to the extent that support from our organisations is needed.

Documentation and Media Reports about the Workshop

All Presentations of the workshop can be found online at MCRB's website:
<http://www.myanmar-responsiblebusiness.org/news/ngapali-workshop.html>

Workshop Press Release
http://www.myanmar-responsiblebusiness.org/pdf/2017-05-18-Ngapali_en.pdf

Myanmar Business Today included findings of the workshop in their article "Tourism Industry becoming more worried as Trash Piles up at Ngapali Beach" (16.05.2017):
<http://www.mmbiztoday.com/articles/tourism-industry-becoming-more-worried-trash-piles-ngapali-beach>

An article from the Myanmar Times on the topic of the workshop with the headline "No airport extension in Ngapali until trash is slashed" (11.05.2017):
<https://www.pressreader.com/myanmar/the-myanmar-times/20170511/281599535416473>

Frontier Article on the Workshop / Business News – BIZ Feed

• Business | News

BIZ FEED

TOURISM

Environment voted the main concern of stakeholders at Ngapali workshop

Solid waste management has dominated discussion at an stakeholders' workshop on sustainable tourism at Ngapali, at which participants ranked the beach resort's environment as their top concern, a press release said.

The environment was voted the overriding concern of 80 percent of participants - up from 29 percent at last year's workshop - with a lack of local participation in decision-making rising to second place, at 18 percent.

Solid waste management was the top environmental concern of 69 percent of participants, up from 34.5 percent last year, followed by land erosion at 18 percent (22.6 percent in 2016).

The press release, headlined "Time for an action plan to slash 'beach Ngapali'", was issued by the event's co-hosts, Germany's Hans Bodele Foundation, the Myanmar Centre for Responsible Business and the Myanmar Responsible Tourism Institute, a non-profit organisation formed last year.

The workshop, held on May 18 and 19, was attended by about 60 stakeholders, including government officials, hotel owners and managers, restaurant and shop owners, fishermen, villagers and environmental experts.

Special guests included the prime minister of Hotels and Tourism, U Chit Myung, the Maldivian State Minister for Finance and Planning, U Gyan Jayaram, and development officials, U Min Aung, Maldivian State Minister U Win Hain, National League for Democracy, U Thein Win and Myanmar Investors Association chairman, U Aung Mye Min Din.

In an address at the event, Chit Myung said Ngapali "regarded as one of the best beaches in the world, and the ecological site attracts U-savers." He urged the Maldivian State to bring in tourists and contributing to the local economy.

"We need to manage tourism sustainably, minimise the negative and maximise the positive impacts of the new visitors, and work together to make Ngapali a better place to visit and to be in," Chit Myung said.

The mission has identified solid waste management at Ngapali as the key challenge to be addressed before the runway at nearby Thabeikyan airport could be extended to bring in more visitors, the press release said.

The workshop was held at Ngapali. The Myanmar Centre for Responsible Business has recently acquired a new three-acre landfill site for all waste.

MCRB director Ms Vidy Dissanayake welcomed comments by Chit Myung and Aung Mye Min Din that the government would be committed for garbage collection from tourist areas and nearby villages for disposal at the new landfill.

PHOTO: MCRB

STAKEHOLDERS AT a workshop held at Ngapali Beach voted waste management as the top issue facing tourism growth at the popular, and picturesque, destination. Photo: Steve Tucker

2nd Workshop on Sustainable Tourism in Ngapali

8th – 9th May | Ngapali, Myanmar

Venue: Jade Marina Resort

WORKSHOP PROGRAMME

Day 1: Monday, 8th May

08:30 – 09:00 **Registration**

09:00 – 09:35 **Opening Remarks**

- H. E. U Ohn Maung, Union Minister, Ministry of Hotels & Tourism (MoHT)
 - Mr. Achim Munz, Country Representative, Hanns Seidel Foundation (HSF)
-

09:35 – 10:15 **Aims of 2017 Workshop & Survey Monkey Results**

- Ms. Vicky Bowman, Director, Myanmar Center for Responsible Business (MCRB)

10:15 – 10:45 **Group Photo & Tea Break**

10:45 – 11:15 **Thandwe Municipal Development Council / Committee for Ngapali:
Review of Tourism Development in 2016 and Aims for 2017**

- U Kyaw Thu Hlaing, Ngapali (GAD)
 - U Win Maung Maung, Assistant Director, MoHT Thandwe
-

11:15 – 11:30 **Q&A**

11:30 – 12:00 **What do we think about Tourism Development in Ngapali – Polling**

Moderator: U Nyunt Win Naing, Chairman, MRTI

12:00 – 13:00

Lunch

Tourism in Ngapali: Employment & Economic Benefits to the local Community – Panel Discussion

Moderator: Mr. Achim Munz, Country Representative, HSF

Panelists:

- Daw Ohn Mar Khin, Ngapali Hoteliers Association

13:00 – 14:00

- U Myint Lwin Oo, Tour Operator & Boat Service

- U Aung Kyaw Mya, Fishery owner

- Daw Htar Ei Hlaing, Sales & Marketing Manager, Oriental Ballooning

14:00 – 14:15

Q&A

14:15 – 14:45

Coffee Break

Licensing and Registration for the Accommodation Sector – Panel Discussion

Moderator: Ms. Barbara Schott, Responsible Tourism Consultant and Associate with Tourism Transparency

Panelists:

14:45 – 15:45

- U Win Maung Maung, Assistant Director, Thandwe Ministry of Hotels and Tourism (MoHT)

- U Aung Aung Kywe,, Staff Officer, Environmental Conservation Department (ECD)

- Ms. Thamilini Guna, Consultant, IFC (World Bank Group)

- U Aung Than Win, Owner of AZ Family Guesthouse

15:45 – 16:15

Q&A

Human Resource Development in Ngapali – Panel Discussion

Moderator: U Nyunt Win Naing, Chairman, (MRTI)

16:15 – 17:00

Panelists:

- Daw Theint Theint Htwe, ILO Master Trainer
- Mr. William de Marco, Hospitality Project Manager, (FXB)
- Daw Lilly Kyu, Operations Manager, Amara Ocean Resort

17:00 - 17:15

Wrap Up of Day I and Day II Overview

- Ms. Vicky Bowman, Director, (MCRB)

18:30

Dinner: Buffet at local Restaurant

Day 2: Tuesday, 9th May

8:45– 09:00

Registration

09:00 – 9:10

Summary of Day 1

- Ms. Vicky Bowman, Director, (MCRB)

9:10 – 9:40

**Introduction to Research at Coastal Tourism Destinations on Child
Safe Tourism**

- U Than Hlaing Oo, Lead Researcher for the Situational Analysis on Sexual Exploitation of Children in Tourism & Online

Session I – Practical Examples to tackle Environmental Issues – Panel Discussion

Moderator: Ms. Barbara Schott, Responsible Tourism Consultant and Associate with Tourism Transparency

9:40 – 10:40

Panelists:

- Dr Maung Maung Kyi, Environmental Conservation Specialist
- U Phyo Maung Maung, Let's Save Our Beach Representative
- U Kyaw Moe Myint, Trash Heros Myanmar
- Daw Wendy Neampui, Director, Chu Chu

10:40 – 11:00

Q&A

Session II – Update on Local Environmental Issues What has changed in the last 12 months?

11:00 – 11:15

- U Saw Lwin, Ngapali Development Committee
- U Kyaw Soe Tun, MRA

11:15 – 11:30

Q&A

11:30 – 11:45

Coffee Break

11:45 – 12:00

Session III – International Examples for Monitoring Environmental Issues

- Ms. Marlo Perry, Responsible Tourism Advisor, MRTI

12:00 – 13:00

Lunch

13:00 – 13:45

The Importance of a City Plan

- Dr. Toe Aung, Director, Yangon City Development Committee (YCDC)
-

13.45 – 14:45 **Group Work – Trash Free Ngapali Master Plan**

Moderator: Daw Wai Phyo Myint, MCRB

14:45 – 15:15 **Coffee Break**

15.15 – 15.45 **Presentation of Group Work**

Moderator: Daw Wai Phyo Myint, MCRB

15.45 – 16.00 **Destination Management Planning**

Moderator: Ms. Barbara Schott, Responsible Tourism Consultant and Associate with Tourism Transparency

16:00 – 17:00 **Closing Ceremony**

Attended by H. E. Union Minister U Ohn Maung, and his delegation including Rakhine State Minister for Finance and Planning, U Kyaw Aye Thein

17.00 – 17:15 **Workshop Evaluation & Next Steps**

17:15 – 17:30 **Wrap Up of Day II and End of Workshop**

- Mr. Achim Munz, HSF

About the Organisers



Myanmar Centre for
Responsible Business

The Myanmar Centre for Responsible Business (MCRB) was set up in 2013 by the Institute for Human Rights and Business (IHRB) and the Danish Institute for Human Rights (DIHR) with funding from the UK, Denmark, Norway, Netherlands, Switzerland and Ireland. Based in Yangon, it aims to provide a trusted and impartial platform for the creation of knowledge, capacity, and dialogue amongst businesses, civil society organisations and governments to encourage responsible business conduct throughout Myanmar. Responsible business means business conduct that works for the long-term interests of Myanmar and its people, based on responsible social and environmental performance within the context of international standards.



Hanns
Seidel
Foundation

The Hanns Seidel Foundation (HSF) aims to contribute in an active and effective way to international cooperation and understanding with its programmes and projects in Myanmar. Its first involvement to provide development assistance in Myanmar dates back to 1994 with capacity building activities for the Ministry of Foreign Affairs, at the time when Myanmar was preparing to apply for membership with the Association of Southeast Asian Nations (ASEAN). The Foundation has had a representative office in Yangon since October 2012 and was the first German political foundation to establish a representative office in Myanmar.



MRTI
Myanmar Responsible
Tourism Institute

Myanmar Responsible Tourism Institute (MRTI) is a non-profit organisation set up in 2016 aiming to support responsible tourism development in Myanmar through knowledge sharing, training, and research. MRTI envisions Myanmar as a leading responsible tourism destination, which empowers local communities, strives for livelihood creation and respects environmental sustainability.