



CONFERENCE REPORT

3rd NATIONAL CONFERENCE ON COMMUNITIES AND TOURISM

6TH - 8TH JUNE 2018
KALAW, MYANMAR

INTRODUCTION.....	1
BEAT PLASTIC POLLUTION.....	2
DAY 1.....	2
OPENING REMARKS	2
COMMUNITIES & TOURISM – EXAMPLE OF KALAW.....	4
WELCOME FROM THE HOST COMMUNITY	5
VISIT TO GREEN HILL VALLEY ELEPHANT CAMP.....	6
DAY 2.....	7
KEYNOTE SPEECH: ARAKAN NATURE LODGE	7
THE ROLE OF SMALL AND MEDIUM-SIZED ENTERPRISES	8
HOW TO IMPROVE SUPPORT FOR COMMUNITY-LEVEL ENTERPRISES.....	9
SUPPORTING INNOVATIVE BUSINESS IDEAS IN THE TOURISM SECTOR.....	10
PANEL DISCUSSION: FUTURE OF TOURISM IN MYANMAR.....	11
UPDATE ON MYANMAR CBT STANDARDS	12
PANEL DISCUSSION: COMMUNITY TOURISM PROJECTS IN MYANMAR	15
PANEL DISCUSSION: RESPONSIBILITIES AND DUTIES OF REGIONS AND STATES.....	17
PANEL DISCUSSION: COMMUNITY LED DESTINATION PLANNING	20
DAY 3.....	22
WORKSHOP: ACCESS TO MARKET	22
WORKSHOP RESPONSIBLE INVESTMENT	24
WORKSHOP: PRODUCT DEVELOPMENT	26
WORKSHOP: WASTE MANAGEMENT	27
WORKSHOP: ENVIRONMENTAL PROTECTION.....	29
CLOSING SPEECH.....	31
AWARDS GIVEN OUT THROUGHOUT THE CONFERENCE.....	32
EVALUATION	32
THE WAY FORWARD	35
SOUVENIRS AND PRODUCTS FROM SOCIAL ENTERPRISES	40
AGENDA	43

INTRODUCTION

The 3rd National Conference on Communities and Tourism (NCCT) was organized by the Hanns Seidel Foundation (HSF), Myanmar CBT Network, Myanmar Centre for Responsible Business (MCRB), and the Myanmar Responsible Tourism



Institute (MRTI) with the cooperation of the Ministry of Hotels and Tourism (MoHT) and support by German Cooperation (GIZ). The conference was a follow up on the first NCCT in 2015 and the second conference in June 2017, both held in Naypyidaw. During this year's NCCT more than 200 participants from national, regional and local government, private and public sector, local tourism organizations, national and international tourism consultants, development partners, experts and



community members came together from 6th to 8th June in Kalaw, Shan State. The 3rd NCCT provided a platform to discuss the future development of the tourism sector in Myanmar. It allowed an exchange between tourism related stakeholders from communities that have recently started to receive visitors and from those who are well established as tourism destinations. The conference's overall intent was to stimulate a positive dialogue about the opportunities and challenges of responsible tourism development in Myanmar's communities. This included practical issues such as operations and licensing of tourism

businesses and questions regarding how to build capacities for tourism development. Discussions focused largely on how to involve community members who are not yet part of tourism development, as well as initiatives that engage larger parts of communities and are community based. Potential areas for cooperation and partnerships were identified among different actors both inside and outside communities to support small and micro businesses on a local level. Discussions related to environmental and social issues in tourism destination planning were also high on the agenda. This report



provides a summary of each of the respective speeches, panel discussions and workshops that took place during the conference. The sequence follows the agenda of the three-day event, which you can find at the end of this report. The conference report concludes with a summarizing chapter identifying the main aspects and outcomes of the conference: The Way Forward.

The conference brochure including the agenda and information about speakers/facilitators is available at: <https://view.publitas.com/hanns-seidel-foundation-myanmar/3rd-national-conference-on-communities-and-tourism-brochure/page/6-7>

The conference report of the 2nd National Conference on Communities and Tourism is available at: <http://southeastasia.hss.de/myanmar/publications>

BEAT PLASTIC POLLUTION

“Beat Plastic Pollution”, the theme for World Environment Day 2018, is a call to action for all of us to come together to combat one of the great environmental challenges of our time. The organizers, aware of plastics pollution in Myanmar, decided to take the initial action on **#beatplasticpollution**, to organize the 3rd NCCT as a Plastic Free Event. Providing conference-branded, refillable aluminium water bottles to all participants and making water dispensers available at meeting venues is estimated to have led to 1800 500ml plastic water bottles not being used.



MCRB has created “**GREEN MEETING GUIDELINES**” in English and Myanmar language to help event organisers to **#beatplasticpollution**:

<http://www.myanmar-responsiblebusiness.org/pdf/Green-Meeting-Guidelines.pdf>

http://www.myanmar-responsiblebusiness.org/pdf/Green-Meeting-Guidelines_my.pdf

DAY 1

OPENING REMARKS



U TINT THWIN, Director General of the Ministry of Hotels and Tourism (MoHT) opened the conference on the afternoon of June 6th by welcoming the participants and emphasizing the remarkable progress in tourism development in Myanmar. MoHT is compensating for the current decrease in international tourists travelling to Myanmar due to conflict and security issues by promoting attractive new destinations throughout the country. The NCCT has a critical role to play in identifying innovative strategies to overcome challenges, supporting the development of policies and creating opportunities in destination management. He stressed the main objective of tourism is to promote the living standards of local communities by creating income generating possibilities. He believes that there will be innovative outcomes and results from discussions throughout the NCCT forum.

He focused on the essential need to improve the quality of hospitality service by building capacity in human resources. The Ministry has already opened the door for foreign investors and he sees many opportunities for investment in vocational training. He is also looking forward to more profound discussions on the development of the small and medium-sized enterprises (SME) sector. He pointed to the prospective challenges regarding information and communications technology (ICT) and environmental conservation resulting from the increase in the number of tourists visiting Myanmar. He emphasized that tourism development won't be successful or sustainable unless there is lasting peace in the destination regions.

U Tint Thwin's welcoming remark was followed by welcoming words by

H.E. DOROTHEE JANETZKE-WENZEL, Ambassador of Germany

to Myanmar, who pointed out Germany's dedication to support Myanmar's transition towards democracy and a market economy, relying on the rule of law and transparency. As the overall aim is to improve livelihoods of people residing in Myanmar, she considers the 3rd National Conference on Communities and Tourism instrumental in that it explicitly addresses communities, which constitute the heart of a democracy. She sees great potential in the tourism sector for the country's development, as this sector generally increases income opportunities and with community based tourism (CBT) initiatives particularly, provides an opportunity for local community involvement and ownership. Nevertheless she pointed out challenges to sustainable tourism development such as the country's security and human rights

issues that may prevent tourists from visiting Myanmar. The increasing environmental destruction, as a consequence of extensive pollution, especially from plastics, may also damage Myanmar's reputation as a destination with pristine natural scenery. Tourist development may also increase the risk of children dropping out of school to make short-term money in the tourism industry or to beg money from tourists. Sustainable tourism however, aims to offer long-term benefits to communities. She ended her opening remarks by expressing her best wishes and hopes for a great success of the NCCT to bring forward creative and innovative ideas and opportunities for Myanmar's tourism development.



ACHIM MUNZ, Resident Representative of the Hanns Seidel Foundation (HSF) Myanmar

explained that the idea to hold the 3rd NCCT in Kalaw was to emphasize and showcase the great importance of community engagement in tourism development on the ground. He offered a brief introduction about HSF's involvement in the current development of a Draft Tourism Law, aiming to decentralize decision making processes such as the licensing for accommodation to state, regional and eventually to community and local administration level. He highlighted that community-based-tourism (CBT) projects, if following a true bottom-up approach will continually foster responsible and sustainable local entrepreneurships. They will thereby help transform



communities into better places to live in, as well as enhance tourists’ overall travel experiences in Myanmar. Beyond that, the development of the tourism industry has an impact on the country's ongoing peace process. He said the objective of the 3rd NCCT is to provide a platform to discuss interfaces of communities and tourism, regarding both challenges and possibilities. He expressed his gratitude towards all the participants as well as to the organizational cooperation between Myanmar CBT Network, MoHT, MCRB, MRTI and GIZ.

U NYUNT WIN NAING, Chairman of the Myanmar Responsible Tourism Institute (MRTI) spoke particularly about the ‘Child Safe Tourism’ training MRTI is conducting in cooperation with UNICEF in tourism hotspots as an instrument to foster responsible tourism in Myanmar. He furthermore pointed out the necessity of cooperation between the government, both private and public sector and the communities in the process of implementing responsible tourism policies in the country. He appreciated the outstanding performance of Kalaw’s municipality in regard to keeping the city clean and green. He hopes that Kalaw can serve as a role model in this respect and that other communities and regions will take this as an example. He finished his opening remark by encouraging the participants to share responsible tourism practices with each other and to promote Myanmar as a responsible tourism destination among other nations.

COMMUNITIES & TOURISM – EXAMPLE OF KALAW

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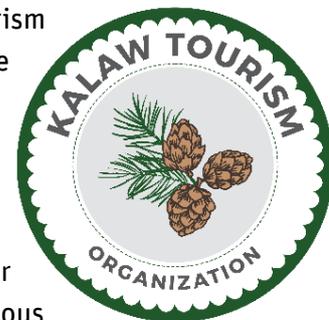


Following the opening remarks, **DAW PYONE KATHY NAING, Member of Pyithu Hluttaw from Kalaw** offered an insight into tourism development in Kalaw. She pointed out that tourism has the potential to support the development of essential infrastructure in the region and thereby to increase living standards of the local communities. Being a citizen of Kalaw herself, she especially appreciates the diverse culture of different ethnic minorities living in the region. Kalaw serves as a role model for tourism development in Myanmar, however, further incentives are still needed if tourists are to extend their stay. For instance, nearby HeHo airport will need to be expanded in order to improve accessibility from other ASEAN countries or China and Japan. She urged those working in the tourism sector to value and preserve Kalaw’s heritage. Not only are there various colonial buildings that serve as attractions, there are also festivals like the traditional Ta Zaung Tai Festival celebrated each November and certainly the picturesque landscapes that will attract

tourists. Wild animal species, and especially rare birds, offer opportunities for bird-watching tours. Thanks to the well-temperate climate with an average of 19 degrees Celsius and much less rain than for example in Yangon, Kalaw can be visited throughout the year. She mentioned further possibilities for tourism marketing by innovating for example noodles, coffee or beer as signature products from Kalaw. Generally there are plentiful potential areas and products to be further developed and invested in to make tourists extend their stay. To name a few, there are wellness retreats, educational institutions, the renovation of the Kalaw Post Office, cafés and libraries, a cinema and restaurants – all by fully taking advantage of local resources. She called upon the community team-working spirit to coming up with productive and successful tourism development plans. Government officials will have to coordinate with the private sector for quality products and service development. One can get examples from neighbouring destinations like Luang Prabang in Laos and Cameron Highland in Malaysia. She motivated the participants of the 3rd NCCT to dream big, plan well and to think outside the box when searching for innovative ideas for local entrepreneurship.

WELCOME FROM THE HOST COMMUNITY

U KHIN MAUNG CHIN, General Manager of Kalaw Hilltop gave a welcoming speech on behalf of the host community. He recollected his awareness of the rapid development of Kalaw as a tourism destination. He provided the example of the Kalaw Heritage Hotel which, in 1994, was the only accommodation available in Kalaw, whereas now travellers can choose between as many as 60 different types of accommodation. In 2017 the Kalaw Tourism Organization (KTO) was founded in order to collectively promote sustainable tourism development and to allocate responsibilities respectively. It was supported in its implementation by GIZ, HSF and various other NGOs/INGOs. The organization's logo represents Kalaw's fame for the natural landscape typified by pine trees. The pinecone, which is made up of different layers, is a fitting symbol for the KTO. The organization brings together different people from various backgrounds who share their passion and vision to improve Kalaw through the development of sustainable tourism. In order to achieve that vision, he believes that the importance of social media apps cannot be overestimated. He exemplified the influence of social media on destination marketing, citing the example of the 2017 Ta Zaung Daing Lights Festival. This festival gained a high profile through social media like Facebook and Instagram and consequently visitor numbers exceeded all expectations. In order to move forward however, he believes human resources and skilled labour in the hotel industry needs to be improved through training courses in hospitality and tourism. Strengthening cooperation with the government would further improve the tourism potential for Kalaw. He also identified the importance of additional incentives for domestic travellers who visit Kalaw to escape the summer heat. He is convinced that environmental aware-



ness activities must be carried out regularly in order to mobilize local residents. U Khin Maung Chin concluded his presentation with an encouragement to actively participate in discussions and to demonstrate that just like the layers of a cone, the community of Kalaw can gather together to build something unique and beautiful in order to improve the overall performance in tourism development activities.

VISIT TO GREEN HILL VALLEY ELEPHANT CAMP



The first day started with an optional visit to the **Green Hill Valley Elephant Camp**. The private camp, a pioneer regarding best practice in elephant welfare, was founded in 2011 by a local family. It is their aim and passion to protect the local environment and to

care for retired elephants that have been working in timber camps. The founders, including an elephant expert and veterinarian, attach great importance to raising awareness and educating foreign visitors as well as local residents. Their responsible programmes therefore help to improve elephant management and the welfare of both the elephants and their community, which is why they describe their camp as 'Elephant Community Based Tourism'. Conference participants who joined the visit were provided with a safety briefing which preceded a tour of the elephant camp facilities. The enthusiasm and passion of the whole team emanated through the entire experience. Participants were able to spend time enjoying picturesque surroundings, feeding the elephants and getting to know them. Changing rooms and swim wear were provided for participants who wanted to experience bathing the elephants. Afterwards everyone visited the resident vet, where it was possible to look at journals detailing each elephant's life. Before returning to Kalaw, participants were served delicious lunch at the camp's restaurant. As well as providing a unique tourist experience, caring for the environment and creating opportunities for employment of locals, the needs of elephants displaced from timber camps constitute the guiding principles for the owners of the camp.

To learn more about the Green Hill Valley Elephant Camp visit their homepage:

<http://ghvelephant.com/>



DAY 2

KEYNOTE SPEECH: ARAKAN NATURE LODGE

ULRICH MORGENTHALER, Founder and Director of the **Arakan Nature Lodge** described how he travelled to Kalaw in a pick-up truck when he had first visited Myanmar 35 years ago. Since then he recalled the many changes he had seen both in Myanmar and personally. Since those years, he has travelled around the world. The world, he says, has changed, and now, is not as beautiful anymore as it has many problems such as environmental degradation and pollution. During this return visit to Kalaw, he is very pleased to see that the town has kept its original character and that it is kept clean. As a Swiss national, he has an affinity with mountainous areas. If, 35 years ago, he had been given a choice of beach or mountains for his eco lodge, he would have chosen mountains. However, he decided to build his eco lodge at South Rakhine Beach, in an area where there was poverty, little education and no jobs. Zikhome beach is isolated and pristine, situated approximately 250km from Yangon and 120km from Ngapali beach. Although



currently there are no guidelines in Myanmar, there are commonly accepted international Eco Lodge Guidelines. Eco lodges are built by investors who feel strongly about the planet, pollution and the world we want to leave for our children. Eco lodges can be seen as similar to organic farming. The Arakan Nature Lodge was built using both his head and his heart, in an area which is beautiful, sensitive and sustainable. Using local architecture and recycled building materials ensured the buildings were built in harmony with the natural surroundings. Using renewable energy, run with and by the local community for their benefit. In his lodge, he explains the lawn is never watered, hence it changes colours with the seasons. There is also no swimming pool. During the construction phase there were many practical challenges to overcome. Providing hot water for the guests was one challenge. Solar hot water was one alternative however the panels were not considered beautiful. Asking how the locals overcome this challenge, he realized that they changed their shower times in winter to 4pm rather than at 6pm to still benefit from the warmth outside. As proper black water sewage management would have been problematic in the area as well, urine-separating (dry) composting toilets were built instead. Positioned away from the main buildings, walkways were constructed to connect them with the traditional Rakhine accommodation units. Buildings were made of recycled and reclaimed materials such as ironwood. Traditional Rakhine houses have a maintenance cycle with ongoing and seasonal repairing and replacing activities. Traditional solutions were often the key to overcome the many challenges. Food and other products being used and consumed at the lodge are for the most part seasonal and locally sourced and so is

the staff both permanent and day labour. The eco lodge provides a variety of hospitality trainings and creates local income generation possibilities. Overall, Ulrich Morgenthaler stated that the Arakan Nature Lodge can be seen not only as an extension of the village, but as a celebration of simplicity and pride in traditional ways.

More information can be found here: <https://arakannaturelodge.com/en/about-us>

THE ROLE OF SMALL AND MEDIUM-SIZED ENTERPRISES

U NYI NYI AUNG, Deputy Director, SME Centre Taunggyi talked about the role of small businesses such as hotels, restaurants, transportation businesses, and handicraft enterprises for tourism development and explained how the SME Centre can support them. He sees the necessity for small business owners to use traditional resources and transforming them into new business ideas, improving and modernizing the way businesses have been conducted in the past. He suggested the establishment of a museum in Inle Lake region similar to the National Races Village in Yangon. Creating a space where tourists can learn about local lifestyles, customs and traditions of different ethnic populations residing in the area. Handicraft workshops or cooking classes could be conducted to offer tourists practical hands-on experiences. He mentioned that although there are organizations supporting tourism development in Shan State, tourists still can't visit every area due to the lack of peace in some regions. Peace building is seen as the first step regarding local community development. The SME Centre provides technical support for tourism development by cooperating with the Ministry of Hotels and Tourism in the production and packaging of foods and beverages, training and handicraft. The SME Centre administered the presentation of the BIC Awards (British Industry Corporation Awards) to innovative entrepreneurs, with the support of GIZ during 2014-2015. The British Industry Corporation provide support for start-up business owners through technical skills training, providing links to international organizations and assisting them to participate in international trade shows. An SME development agency for Shan State has been established according to the guidelines from the SME development committee, and three meetings have been held so far, with officials from the Ministry of Industry making a commitment to support the SMEs with loans and technology. The SME Master Plan for 2019-2030 has been proposed at Union level and tourism sector development is included in the plan. The SME Centre will implement it accordingly.

HOW TO IMPROVE SUPPORT FOR COMMUNITY-LEVEL ENTERPRISES

MIKE HAYNES, Senior Advisor with PEM Consult on behalf of GIZ presented on current activities that are being undertaken in order to support community-level-enterprises in the tourism industry in Shan State destinations. The overall aim of their activities is to increase the number of responsible tourists travelling the area, creating incentives to make them stay longer and to



support local businesses during both, high and low season. Working together with the Ministry of Hotels and Tourism (MoHT) in Shan State they are promoting responsible tourism and sustainable business practices. He stated that through collective promotional marketing they are trying to market the whole region with all its sub-destinations, clearly emphasizing that they are in the position of a cooperation partner to

local businesses and not leading the process. A new website promoting various activities and responsible businesses in Inle Lake region has just been launched, especially focusing on adventure cycling, a growing industry worldwide for which Shan State region is ideal. Together with local businesses, routes are being developed, an App is being programmed and cycling events are being organized. A further important aspect of their work is supporting local business linkages. Mike Haynes explained that it is necessary to not just look at hotels and restaurants, but to delve deeper into the supply chain and question for example where food products, handicrafts, electrician services and everything else that “goes in to make tourism a product” come from, in order to create business linkages. In regard to that they are supporting bi-annual trade fairs, advancing business to business support. Providing training in business knowledge and digital marketing skills to small and micro businesses will assist them to better reach out to the international and domestic markets. Supporting the development of local business associations is also an important part of their role. He referred to the Kalaw Tourism Organization as one of the few in the country that are yet not just looking at one sector, but are working on a wider destination level, bringing all stakeholders involved together, and working on business promotion as well as on sustainable management - taking into account urban, community and national heritage. The community, he stated should be at the centre of all of the activities. However, it is not traditional CBT that they are supporting, it is the small activities that get tourists to stay at destinations longer and that bring more diverse and niche markets to the area. Creating local jobs is important just as having the local community have a strong say in the development of tourism in the area.

They need to be the decision makers themselves. According to Mike Haynes speaking as a Consultant there needs to be a lot more support for community-level-enterprises and in order to do so, there is a need for more clearly defined roles and responsibilities on every level as well as a reduction of complex government regulations that prevent small businesses entering the tourism market.

Find out more about tourism in the Inle Region here: <http://visitinle.com/>

SUPPORTING INNOVATIVE BUSINESS IDEAS IN THE TOURISM SECTOR

SEBASTIEN MOINEAU, Team Leader of Business Innovation Facility (BIF) presented the activities undertaken by BIF in order to support innovative business ideas in the tourism sector. BIFs goal is to reduce poverty by facilitating access to commercial opportunities for poor people and by providing services to SMEs and larger companies so they can innovate and implement new business ideas. In Myanmar they are focusing on the garment, tourism and bamboo sector. BIF, as a market system development facility, aims to understand the supply and demand of the market as well as the rules and regulations both formal and informal, in order to analyse root causes of market dysfunctions and to identify touch points for communities and people with low incomes to engage with and benefit from the market. A tourism market analysis conducted in 2014 identified four main causes for dysfunctions that need to be addressed: the lack of innovation, of information and marketing as well as of tourist guides and accommodations in rural areas. Innovative ideas, he suggested, should not only make customers life easier, but should also provide them with a unique and memorable experience. He pointed out that in contrast to the general understanding, ‘creation’ does not equal ‘innovation’. While creation is the action of generating ideas, innovation is the application or rather new ways of implementing existing ideas – creating new value by using existing products gearing it towards new customers. With a business model aimed at promoting profit to local people and the planet, BIF sees the need to support innovative SMEs by providing them with access to expertise, knowledge and finance as well as boosting confidence and providing market linkages. One of their tools is the Tourism Product & Package Innovation Competition (PPCI), a competitive challenge forum introduced in 2015 that provides financial support, business advice and technical assistance to test new tourism business ideas that are beneficial to local people and communities. Inclusive tourism training is offered to businesses in the run up to the competition. BIF has so far given out 47 awards to companies, eight of which have not implemented



their business ideas for various reasons, such as failure to secure a land title or securing licenses to operate. The selection criteria to become part of the support programme are: innovation, viability, benefit to low income people, environmental impact, sustainability, and do no harm, meaning conflict sensitivity. BIF has produced guidelines for tourism businesses to engage with communities using a conflict sensitive approach by understanding the context, the project and the complex interactions of both. A strong emphasis is also given to inclusion and inclusiveness. The future directions of BIF include working with MRTI on the Myanmar Responsible Tourism Awards, creating the new category ‘inclusiveness’ and implementing inclusiveness generally as a cross-cutting theme to all the other categories of the award. They are also developing an Inclusive Tourism Diploma with Star Academy in Yangon as well as Inclusive Business Tourism Accelerators. A short promotional video demonstrating the potential of inclusive tourism was shown during the speech and is available on their website:

<http://www.bifprogramme.org/projects/inspiring-inclusive-tourism-myanmar>

PANEL DISCUSSION: FUTURE OF TOURISM IN MYANMAR

THI THI THEIN, an Independent Tourism Researcher facilitated a panel discussion on the topic of the Future of Tourism in Myanmar.

KHIN MYAT MYAT NAING @ CHILLI, Myanmar Travel Blogger emphasized the importance of travel bloggers like herself for the future tourism development, as it is a way of easily reaching out to a large and diverse audience. Bloggers are especially important in the process of promoting new destinations to travellers. Future media landscape in the country and its international outreach need to be improved in order to make use of its full potential. Myanmar’s greatest asset is its unique and diverse natural landscapes, which is why the conservation of the environment is highly important. She mentioned that in this regard Myanmar has to learn a lot from neighbouring countries.

U ZAW MYO LYATT, Deputy Director for the Tourism Promotion Department of MoHT remarked that the government is currently working on a range of measures to support the tourism industry. As an example he mentioned the provision of free visas for citizens from Japan and Korea, starting from October 2018. He emphasized the importance of looking at the past, appreciating how far Myanmar has already come and then working gradually towards the future by identifying areas that need to be improved and finding new destinations to be promoted.

DAW YIN MYO SU, Managing Director and Founder of the Inle Heritage Foundation emphasized the importance of “not putting all the eggs in one basket” and using market segments to focus on different types of tourists. She furthermore linked tourism to “a rice pot we all share”, meaning that the future of tourism is in all our own hands. She agreed with the other panellists that what is needed is better environmental management and good governance.



VICKY BOWMAN, Director of the Myanmar Centre for Responsible Business stressed the importance of planning to ensure successful future tourism development. She remarked that government red tape and unnecessary regulations had often held back the tourism industry in the past. She stressed the need to ensure a sustainable future for tourism development in Myanmar, through tackling environmental degradation and the implementation of good planning and responsible management.

UPDATE ON MYANMAR CBT STANDARDS

DR. ANDREA VALENTIN, Consultant for LuxDev and GIZ and **THAN HLAING OO**, Consultant for LuxDev and GIZ presented their research on field testing Community Based Tourism Standards for feasibility and usefulness in four selected communities in Myanmar. An overview of each community was presented with the main attractions noted. Six themes were then identified regarding implementation and usefulness of the CBT standards. Field testing research was administered in Kayin, Kayah, Shan and Magwe Division, in four communities. The first community, **Thandaung Gyi**, a post conflict area, with attractions such as Prayer Mountain, could not, according to CBT criteria, be seen as a CBT area as there was no community fund administered. **Hta Nee La Leh** a Kayah village and **Pen Pet**, a Kayan village, had increased tourist numbers from 2016 to 2017. **Loikaw**, unlike other areas, had more domestic than international visitors in 2017. In **Inn Ne and Hti Ne'** in Pa-O region, attractions include a community house, traditional food and dress, trekking, handicraft making, cultural experience/entertainment and village activities like volunteering in local farms. Both villages have a community fund of 1.2 million MMK and 2.4 million MMK respectively. **Myaing** has a community lodge, village book/resource mapping, traditional music performance, cycling, and ox cart experience and village activities like volunteering in local farms, Thanakha and tree planting with tourists. Myaing had experienced a decrease in tourist numbers from 830 visitors in 2016 and 760 visitors in 2017.

Six themes and a number of issues were identified by the field researchers. **Firstly**, the importance of effective and sustainable land management in an environment where there are different types of land ownership. It was noted that four villages had set up CBT lodges, and communally lease the land from state/regional government. Investment is still very sensitive and due to historic land issues, communities are extremely wary about investment. Building community trust is essential to ensure successful CBT. It was also noted that community funds differ significantly for each CBT destination and there is a lack of consensus regarding the legal form of CBT. Social inclusion, gender equality, youth and disability issues were seen as important to successful community based tourism with roles and responsibilities clarified to guard against dependency on business partners to run CBT with a lack of monitoring. Ongoing training, monitoring and capacity management was seen as important to ensure funds are safeguarded with access for all including the disabled. The second theme identified was the importance of CBT to maximize socio-economic benefits to the host community and minimizes negative



impacts. Here researchers congratulated CBT committees for their data collection systems of visitor numbers and income however they identified a need for regular meetings and regular updates. The community decides how to spend community funds. Gender equality in Pa-O region is different from other three CBTs and that this is necessary for long-term management of CBT and should be addressed. Celebrations of cultural diversity, identity, heritage and integrity makes up the third theme. Although CBT members are able to pass on their cultural knowledge to the next generation there are currently few rules and regulations for protecting cultural heritage and more guidance and support may be required as maintaining and sharing culture is one of the biggest priorities of all destinations. Presenters suggested

Field Research

Location	Date of Research (2018)	No. of Focus Group Discussions (FGD)	No. of Individual Interviews	Male / Female	Total No. of Participants
Thandaung Gyi	March 5-7	-	9	5 male 6 female	11
Loikaw	March 8-11	3	2	8 male 9 female	17
Pa-O Region	March 12-15	3	2	18 male 1 female	19
Myaing	March 16-19	4	13	10 male 41 female	51
	Total	10	13	41 male 57 female	98 (41 male, 57 female)

that more training may be required on cultural difference (hosts and guests), as often the local Dos & Don'ts are not clear. **Theme four** advocates that CBT in Myanmar minimises negative impacts on the environment and as at present, very few rules exist to conserve natural resources, this was an area for concern. As all destinations were seen to manage waste well, outside of village boundary, little waste management exists. Environmentally sensitive sites need to be identified through an easy to use visitor management system. A best practice example, in Myaing, is

providing an activity where tourists learn about environmental issues such as water shortages, and are encouraged to participate in a tree-planting activities. Service, safety and security were identified as the fifth theme. All communities received safety and first aid training, and all have procedures in place for fire emergencies. However, no crisis management plan currently exists. Safety of tourists must be clearly discussed with all stakeholders both inside and outside the community. Food safety and hygiene training had been implemented and researchers congratulated all communities on excellent food however, nutritional training is still required to increase standards. Community tour guides are available only in Hta Nee Lah Leh, all other CBTs have not formalised tour guiding in their communities. Only Kayah provides accommodation, all others have CBT lodges. Theme 6 identified the need for responsible business partnerships and market access. Tour Operators described how it was sometimes difficult to obtain accurate information about CBTs. Pa-O ground handler is CITPaR which provides links with Inle & Shan; TTG has no ground handler using FB/direct phone calls however it links with Taunggoo & Hpa-an. In Loikaw, there are 5 ground handlers providing links with Kayah. Myaing has Peak/Journey links with Bagan. The presenters reiterated the importance of looking carefully at CBT criteria so as to encourage tour operators to be CBT friendly. They also identified a need for neutral facilitators and mediators to bridge private and public sectors within CBT communities. There is still a fear of land grabbing which must be taken into account and the community should not be forced to sell land. CBT criteria should insist on proof of consultation and written records to ensure ethical process. It was also seen as imperative for CBT standards to be reduced and simplified. Presenters suggested the need to define minimum and advanced standards and to omit standards no longer relevant whilst adding more relevant criteria. Core factors for successful CBT, mentioned by all CBT committees in all four destinations include promotion and preservation of culture, unity as key to success, clarifying benefits and impacts of tourism and CBT to all community members through setting up mechanisms for community involvement; community collaboration and benefits of CBT fund. This is still work in progress. The researchers concluded that CBT standards must be concise to be useful to the communities and that previous standards were considered a burden, with 345 criteria and 76 pages. These have now been reduced to 201 criteria and 20 pages. Although this is a substantial reduction, they still need to be reduced further. To increase usefulness, a glossary was added to define key terms and minimum and advanced criteria have been differentiated within the document.



PANEL DISCUSSION: COMMUNITY TOURISM PROJECTS IN MYANMAR

U NYUNT WIN NAING, Chairman of the Myanmar Responsible Tourism Institute (MRTI) facilitated a panel discussion on Community Tourism Projects in Myanmar.

WINNIE MAI, National Project Assistant at ITC and Co-Author of “Fresh from the Field” told how she is engaged with community projects in Kayah State and Tanintharyi Region since 2015, focusing on new destination planning and on creating incentives for tourists to extend the lengths of their stay. So far they have implemented CBT Standards in four villages in the Seven Stages Lake area. Besides generally supporting the community by improving their understanding of tourism they are establishing learning centres, offering two yearlong trainings for community members interested in CBT. While these projects boost the general confidence of the community and increase their overall income through the creation of additional jobs, they also provide support to the community regarding sustainable management of their new income. When asked



about challenges during the project period and potentially in the future, Winnie mentioned the lack of understanding about technical issues. She emphasized that tourism development can only be beneficial if communities work together and have a genuine interest in tourism. People generally become more interested when they can observe the positive impact of increasing incomes. When asked about how communities use their income she cites an example of a community using 30% of their income for village development. Another village used half of their income to build a school for kindergarten students. The book “Fresh from the Fields” is a summary of their practical experiences developing and marketing community based cultural tourism in Kayah State through tourism supply chains.

MAR MAR CHO, Director of the Thandaung Gyi Women Group elaborated on the importance of peace for tourism development. Since the signing of the NCA in 2015, Thandaung Gyi in Kayin state is being promoted as a tourism destination. Local community members organized the TTDWG (Thandaung Gyi Tourism Development Working Group) in 2014 which holds regular meetings in order to further develop tourism activities. The Thandaung Gyi Women Group (T.D.G.-WG) is especially focusing on including women into the agribusiness supply chain by providing education and skills training. Through organic farming they are working along the whole production chain, primarily focusing on coffee, but as well on forest honey, turmeric and other products such as woven clothing and bamboo items. They are careful to only sell for fair prices.

Tourism has already created job opportunities for many women in the region, improving their living standards substantially through increased income. Now they are trying to produce more local products. 10% of the local income is used for local economic development in the tourist market. Both domestic and international tourists' arrivals in Thandaunggyi is increasing and now they have approval to build coffee and food shops in order to develop a Kayan Women's Peaceful Centre with the income, although they will still need a lot of advice and technical support regarding market access strategies.

AUNG KYAW SWAR, Principle and Co-Founder of the Inle Heritage Foundation, introduced his not-for-profit organisation that preserves the cultural and natural wealth of the Inle Region, and helps it to thrive as a place to live, work and visit. While working towards attracting tourists to the region and providing more skilled labour by launching a vocational training school, their work focuses on awareness raising in the community including possible negative impacts of tourism. It has been the fifth time that they have conducted training in front office, kitchen, housekeeping and English Language. There are about 40 trainees a year completing the 10 months training which is comprised of 25% theoretical lessons in class, 75% practical sessions, including a one-month internship program. 60% of the selected trainees are from Shan State and another 40% from nearby States. Their major challenges are the lack of clear and exact policies regarding licencing, financial issues and weak marketing strategies.



Participants were divided into groups to discuss the advantages and disadvantages of CT:

Advantages

- ❖ Increase in income and more job opportunities will improve the overall living standard of the community members
- ❖ More Small Business Entrepreneurship possibilities
- ❖ The relationship and understanding between community members can be strengthened, improving the sense of community and the aim to jointly working towards developing the community
- ❖ Community culture, traditional customs, products and handicrafts will be appreciated and preserved, increasing self confidence

Disadvantages

- ❖ Competing for customers etc. could create rivalry and jealousy between community members
- ❖ Loss of investment if there is a lack of understanding about CBT/T
- ❖ Influences of foreign cultures might be inappropriate to local cultures, especially negatively affecting the moral character of the young generation
- ❖ Increased dependency on stakeholders outside the community
- ❖ Women and child abuse

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- ❖ Technical advancement and language learning possibilities through interaction with international tourists
 - ❖ A cultural exchange between local communities and tourists, both domestic and international will be advanced
 - ❖ The authentic local lifestyle experience promoted through CBT has the potential to change tourism trends towards more responsible and sustainable travelling

PANEL DISCUSSION: RESPONSIBILITIES AND DUTIES OF REGIONS AND STATES

ACHIM MUNZ, Country Representative of the Hanns-Seidel Foundation and **WIN MIN**, Programme Associate at MCRB facilitated a panel discussion and group work on responsibilities and duties of regions and states.

U NYO AYE, Director, Dawei Branch Office, MoHT explained that the responsibilities and the overall framework and structure of the Dawei regional government is different from other states. There are three districts in Tanintharyi Division and a District Tourism Development Committee each with a Minister, is organized within these districts. Currently the main challenges for the Tanintharyi government are island management and land issues.

AUNG YE PYAE, Founder and Manager of Ride behind Kalaw shared his experiences regarding difficulties in obtaining operation licenses and the initial difficulty when starting the first off-road motor biking service business in Myanmar to find out which kind of permits were actually needed for different activities. There is a general lack of clear guidelines, systems and information sources.

DAW PYONE KATHY NAING, Member of Parliament (NLD) for Kalaw pointed out that a major problem is the lack of cooperation between individuals and tourism related associations such as tour guide associations and hoteliers associations etc. She suggested regular joint meetings be held to balance each other and increase overall productivity. She stressed the importance of synchronization between not only hotels and the tourism Ministry but also between different Ministries. She recommended that MoHT develop a Grand Plan to persuade other ministries to cooperate, coordinate and to sit together with the Minister of Home Affairs to discuss ways to ensure security and safety of tourists. Only people passionate about tourism should participate in tourism development committees and agencies and further suggested that responsible tourism policy from MoHT should be aligned with existing laws.

DAW YIN MYO SU, Managing Director at Inle Heritage focused on the commitment of the government and transparency and honesty between private and public sector with profit motive of stakeholders tempered by respect for community involvement. Checks and balances are needed to ensure greed is limited by a commitment to community development.



Participants were divided into three groups in order to review and discuss the current and future role, function and responsibility of different levels of government in the destination management process. (Union, Regional/State and Local Level).

Union Level

- ❖ Institutions like the National Tourism Management Committee, the Ministry of Hotels and Tourism (MoHT), the Ministry of Foreign Affairs (MoFA), the Ministry of Home Affairs (MoHA), and the Ministry of Commerce are all directly involved in tourism related issues.
- ❖ Indirectly involved at Union level are the Ministry of Transportation and Telecommunication, responsible for easy access, the Culture Department, responsible for preservation of traditions and customs, the Ministry of Forestry for environmental conservation and the Food and Drug Administration (FDA) for food safety.
- ❖ Currently, the MoHT is responsible for policy and law making, licensing and developing tourism marketing strategies, investments, the tourism master plan and tourism promotion. Visa issues and bilateral agreements are subjected to the MoFA. The roles of the MoHA are to ensure safety and security of travellers and investigating licenses and international investment. Taxation is handled by the Ministry of Commerce.
- ❖ MoHT should delegate to State and Regional government licensing and policy issues.
- ❖ MoFA should be involved in tourism marketing strategy planning and MoHA work towards increased safety and security.

Region and State Level

To set clear and comprehensive policies according to rules and regulations for State and Region licensing as follows:

- ❖ Tax management.
- ❖ Permission and licensing.
- ❖ Cooperation between State and Regional Ministries.
- ❖ To abolish blue-licensed transportation from Hotels and Tourism Ministry.

- ❖ To develop State and Regional tourism strategic plan.
- ❖ To manage destination management processes.
- ❖ To cooperate and coordinate with respective ministries, tourism related organizations and NGOs for tourists' safety and preservation of destination.
- ❖ To work with the Union level government regarding the use of regional tour guides.
- ❖ To provide tourism marketing for each State and Region



Local Administration Level

- ❖ At local level, ward administrators, village advisers, local authorities, tourist police, tourist information centres, the military, ethnic armed forces and community leaders are all directly involved in registration and administration, especially in conflict sensitive areas.
- ❖ Accommodation and transportation service providers, supply chain and tour operators, souvenir shops and local tour guides are also indirectly involved in tourism.
- ❖ In public sector institutions, the main decision makers include ministers, hoteliers, police, and township administrators. General administrative departments, investors and leadership committees from the village make main decisions as leaders of institutions.
- ❖ Suggested future changes may include rental regulations, sustainable approaches to transport, the provision of up to date facts and information, education and awareness raising.
- ❖ Changes in leadership through regular elections was also suggested.
- ❖ Local government role and functions should assist with setting the framework for government towards a bottom-up approach to implement destination management processes.



PANEL DISCUSSION: COMMUNITY LED DESTINATION PLANNING

DR. ANDREA VALENTIN, Founder and Director of Tourism Transparency and Co-Founder of Myanmar CBT Network facilitated a panel discussion on Community Led Destination Planning. The panellists offered insights on their experiences, recommendations and ideas as to what is needed in order to ensure future destination planning to be beneficial to the respective communities.

U AUNG PHYO, Assistant Director of MoHT in northern Chin State explained that in the past, planning processes were a top down scenario dictated by the government. Ideally though, the process should begin by inviting all stakeholders to facilitate joint discussions on visions and ideas for a destination. He emphasized that future destination planning will only be sustainable if it is community led. There is a need to listen more carefully to community voices ahead of decision making. He elaborated on his personal experience in Chin State, where he is respected and welcomed by the local community, mainly because he takes time to listen. It is necessary to differentiate between urban and rural communities. In rural areas people might not be familiar with talking about planning processes and policies, and might not understand the concept of tourism itself. Raising awareness, education and enabling understanding in the community is seen as an important step. In order to explain advantages and disadvantages of tourism projects, SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) and workshops with community representatives are conducted. He explained that the community's ideas about future planning might differ from tourism businesses. It is therefore important to question the local community about their priorities, to listen to them carefully and respectfully and to include this information into the destination planning processes.

CAROL AYE, Director of Another Development mentioned that while conducting research in their regions of interest they talk to local communities about the CBT concept, which of course is new to them. She explained that people are generally interested in exchanging their work in factories to establishing tourism destinations. She identifies one of the main problems as the community's lack of trust in the local government. There is the need to link union level policies with the grassroots level. She explained that villagers mostly don't understand union level policies, which is why mediator organisations are necessary to raise understanding and awareness. Mostly, other CBT implementers are asked to share their experience with new communities. That way, the communities get examples and incentives to visualise and create their own tourism activities. She emphasized the importance of women participating at the community level, which is a process that takes time and results are not immediately apparent.

U CHETRY WIN TIN, Managing Director of Journeys Adventure Travel talked about his experiences in Myeik and followed up on the trust issue. He emphasized that trust building with the community and the explanation of how tourism generally works are the most important factors in the destination planning process. Communities are sensitive and bringing tourists into their living environment might initially seem threatening. Building trust is the foundation of developing a sustainable plan that respects local life and culture. He highlighted that it takes a long time and recounted how he literally sat down on the ground with the villagers, proving to them that he wants

to work together with them on the same level. After trust and mutual understanding is created, it is important to identify possible attractions for tourists, something unique in the local area, like Thanakha production and use in Myeik region.

ULRICH MORGENTALER,

Founder and Manager of the Arakan Nature Lodge was confronted with the topic of Community Led Destination Planning during a stakeholder meeting that was conducted in preparation for the new Tourism Master Plan in Ngapali. When he later visited Thandaung Gyi within the scope of a conference trip he became increasingly aware of the difficulties within destination planning. He

agreed with the other panellists, that more transparency of policies and plans is needed, and that access to these documents is crucial. Only if people are aware of policies and plans they can start asking questions about processes. He mentioned that in the community where he currently works, no one has ever heard of any government plans or the like. People do not receive information about current issues and possibilities. There is a great lack of communication.



The audience was divided into groups in order to discuss and identify roles and responsibilities of (1) the government, (2) businesses and the private sector and (3) the community and CSOs in the context of Community Led Destination Planning. Below is a summary of the group's findings:

Roles and Responsibilities of the government

- ❖ Developing regulations and policies and reducing those not necessary.
- ❖ Making sure that regulations and policies are communicated to all stakeholders.
- ❖ Strong communication and cooperation with different ministries.
- ❖ Monitoring and assessment.
- ❖ Providing infrastructure and collecting tax in order to do so.
- ❖ Collecting and publishing data (e.g. how many tourists are coming to Myanmar etc?).
- ❖ Cooperating with other sectors.

Roles and Responsibilities of Business and Private Sector

- ❖ Business model needs to cooperate with the local community.
- ❖ Private sector should be encouraged to share their profit and benefit with the local community.
- ❖ Only those interested in the above should be allowed to do business.
- ❖ Private sector stakeholders need to talk to the community.

- ❖ Should support local production (food, handicrafts, etc).
- ❖ Develop new products (environmentally and culturally sensitive).
- ❖ Pay taxes and share profits with the local community.
- ❖ Train others.

Roles and Responsibilities of Community and CSOs

- ❖ Need to work together with the private sector and local community when starting business.
- ❖ Consider human rights impact of new business, dignity of villagers.
- ❖ CSOs should give the villagers a voice.
- ❖ Consult with the government and locals to provide suggestions.
- ❖ Monitoring in cooperation with government and private sector.
- ❖ Teach the community.

In order for destination planning to be meaningful, communities themselves must be willing and able to take action locally, and local authorities have to be willing to facilitate a transition of power to the communities.



DAY 3

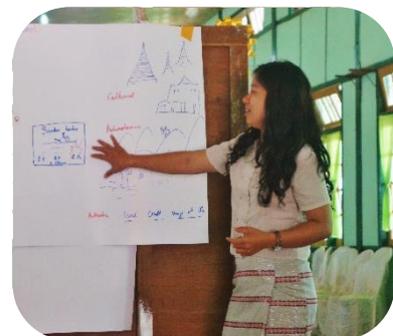
WORKSHOP: ACCESS TO MARKET

JEANETTE SCHERPENZEEL, Senior Program Manager at the Centre for the Promotion of Imports from Developing Countries (CBI) Netherlands and **KYAW ZAYYA**, National Coordinator, Lead Program, Myanmar Business Executive facilitated a workshop session on the topic Access to Market. The objective of the session identified by the facilitators was to provide a general introduction to product and market theory and practice and then, using group work, generate creative and innovative ideas around on this topic. Presentations from the groups were subsequently discussed and critically assessed by presenters and other group participants. Information was provided by Jeanette Scherpenzeel on different approaches to marketing and the decision making process regarding how best to market a local tourism product. Decisions need to be made at an early stage regarding the most appropriate service provider for marketing, particular tourism products as this service can be provided through locals on the ground such as handlers, national tour operators or international tour operators.



The market can then be divided by origins of potential tourists, whether they are domestic or international and whether they are from Europe, SE Asia, Australia, South America, North America, China, Japan and Korea. Different types of tourism also segment the market including adventure tourism, wildlife tourism, cultural tourism and whether the holiday is for singles or families with kids. Different expectations and motivations of tourists also need to be assessed and identified as tourists may be seeking an authentic experience, relaxation, a wellness experience or have an interest in ecology. The workshop presenter remarked that the market segment that is growing in importance is wealthy and healthy elder people. This group is increasing in numbers and has time and money to spend on overseas travel. Another important part of the process is the need to convince tour operators to sell the product. It is important to make your product stand out from the others. This requires a dialogue between the community and the travel agent.

A further comment identified the importance of ensuring a quality product. Customers can be easily lost when problems occur. Everything about the product must be perfect and attention to detail is vital. Trust in a product is very difficult to build and very easy to lose with just one mistake. For a quality product it is important to get all the details right. The group work component began with the participants dividing into two groups and asked to draw their ideal tourist, and to identify and discuss different marketing strategies and decisions. The session concluded with the facilitator encouraging all group members to continue to look for new tourism opportunities and to plan marketing strategies appropriate to each sector by updating constantly through attending conferences and networking with peak bodies within the tourism industry.



WORKSHOP RESPONSIBLE INVESTMENT

WIN MIN, Programme Associate at MCRB facilitated a panel discussion on Responsible Investment. The discussion focused on formulating an agreed definition of responsible investment, as well as standards and guidelines for the Myanmar context, which are not yet clearly regulated by law.

DR. AUNG MYAT LWIN @ HENRY CHEN, Excom, UNTA explained that in the past investors focused exclusively on profit, with limited awareness of environmental, cultural and social consequences of business practices. In the future however, for investments and business developments to be sustainable, these issues need to be considered carefully. Business investments should create a positive social and environmental benefit. According to Dr. Aung Myat Lwin, awareness of this issue is already increasing, however, there is now a need to change government regulations and legislation to reflect these changes.

DR. TIN HTOO NAING, Consultant to the GIZ emphasized that businesses won't invest unless there is prospect of gaining profit. Still he agreed on the necessity of investors considering the social impact of their activities. To create an enabling environment for responsible investment, cooperation between the government, business sector, local consultants and local communities is indispensable. If laws and policies are available but not applicable on the ground they are meaningless.

SAW DOH SOE WIN, Chairperson of the Tour Guide Association Kalaw offered insight from his community level experiences in Kalaw, where 5 years ago, the Tour Guide Association that currently has more than 300 members, was founded. He explained that the little money they have is being invested in training for their tour guides and the publishing of an awareness raising brochure and guide map of Kalaw.



Main aspects discussed in the panel and during the subsequent group work included:

- ❖ The need for a general increase of awareness regarding Responsible Investment and a clear definition of what Responsible Investment exactly means.
 - ❖ The need for an increased understanding of tourism laws. The government needs to review and
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adjust laws, policies and the CBT standards so they are more applicable on the ground. Abidance by the law needs to be monitored and noncompliance be prosecuted. However there is a challenge that if policies are too strict, they will deter investors. Therefore policies should also be easily understandable and encouraging.

- ❖ Corruption within the tourism sector needs to be addressed, especially licensing procedures and tax payments need to be monitored in order to sustain fair competition.
- ❖ More transparency is needed especially regarding foreign investors. There needs to be clearer assignments of responsibilities and accountabilities. “Business people are not environmentalists”. While foreign investments need to be invited, local investment should also be encouraged more intensively.
- ❖ Assessments need to be conducted regarding the amount of tourists visiting one destination, in order to adjust the supply and demand, and to limit visitors if the community is not ready to handle the increase.
- ❖ Environmental Impact Assessments (EIA) and Social Impact Assessments (SIA) need to be conducted prior to tourism project implementations and interventions.
- ❖ Investments can only be responsible and sustainable if the local community is fully engaged. Therefore educating them and communicating with them is essential, while especially targeting the youth. If the community does not understand concepts of sustainability, tourism and practices of business investments, then it is meaningless to involve them in the process.
- ❖ Investors should get consent and agreement from local communities and act according to their needs and expectations. Consent is more likely to be obtained if they clearly understand the possible positive impact tourism can have on their living environments.
- ❖ Civil society organizations can and should play a vital role, functioning as a link between local communities, investors and government.
- ❖ Lessons learned and experiences from neighbouring countries should be considered.
- ❖ Most importantly, policy makers, government departments, local administrators, the private sector, business owners, investors and local people, all need to work together because in the end responsible investment is a collected effort.
- ❖ Investing responsibly in the tourism sector should contribute to the sustainable socio-economic development of a community and ultimately, a country. Responsible investment will respect local cultures and traditions and create a positive environmental impact. This in turn increases the incentive for sensible tourists, looking for authenticity, local history and nature.



WORKSHOP: PRODUCT DEVELOPMENT

RANDI WAGNER, Independent Communication and Design Professional and **AMEER VIRANI**, Product Manager at **Exo Travel** facilitated an interactive session which started with an overview of the mornings objectives including a close look at what makes up tourism products, designing products, identifying products from within the group, identifying target markets, brainstorming product ideas, prototypes and marketing. Next the workshop turned to discussing more closely what makes a tourism product and the importance of incorporating a story into the product to attract customers. The presenters provided the examples of Kaya pepper which arrives in bulk at Hla Day and is repackaged into smaller units to incorporate a story of the peppers origins and growing locations. Another example of repackaging came from the Inle Lake area, where Exo tours partnered with a local family to provide Kayaking. The local family were able to store the kayaks and provide a tour of their home. After kayaking, the tourists went again to the family home where they enjoyed music, snacks and chats with the host family. In a next step the participants were asked to design new products. In small groups they interviewed each other to identify different sections of the design process, needs, ideas and prototypes. Products identified included dolphin experiences, fishing, handicrafts, language courses, birdwatching, trekking and cooking classes. Next, groups were formed to discuss the factors that influence customers to buy. These were identified as good value, competitive pricing, good service, good quality, good design, fashion and environmental factors. It was suggested that different target markets may have different priorities and these need to be identified at the outset. Next the workshop presenters provided examples of product innovation and development from Hla Day where value was added to bulk products through packaging, often with a story included. Another example of value adding was to enhance existing products through, for example, adding a glaze to traditional pottery to make it more user friendly for purchasers. Group activities were used to illustrate the product design and development process. Here, three tables were set up and workshop participants divided to brainstorm innovative product ideas around culture, adventure and culinary experiences. After brainstorming, participants changed tables to look more critically at the ideas in terms of competitors, community benefit, target customers and story. Three ideas were then selected at random to be examined further. These were bamboo rafting, wedding packages and waterfall lunches. These activities illustrated to participants the importance of generating ideas, critically examining these ideas more closely and prototyping. Workshop facilitators emphasised the importance of “failing fast” when developing new product ideas. This means that only limited time is spent on ideas that are later found not to be practicable, rather than going through the whole process with an idea that is later found to be flawed and unworkable.

WORKSHOP: WASTE MANAGEMENT

FRIEDOR JESKE, Sector Coordinator, Cesvi Fondazione Onlus and Director at Chu Chu and **AKARI BO**, Director of Marco Polo Travels and Tours facilitated a workshop on the topic Waste Management with the purpose of finding solutions to manage and reduce garbage. The participants were divided into groups where they discussed the question of how to stop using single-use products in hotels and restaurants. It follows a list with the ideas of the participants.

Room/Bathroom

- ❖ Provide alternative drinking water bottles (glass, aluminium, stainless steel)
- ❖ Place refill stations with 20l canister throughout the hotel and in the rooms.
- ❖ Offer reusable room slippers.
- ❖ Use glass jars or clay pots for coffee, tea, sugar etc.
- ❖ Use soap dispensers instead of small plastic bottles.
- ❖ Hang infographics raising awareness and explaining the hotel's efforts in rooms.
- ❖ Use sustainable consumer packaging (bottle, shopping bag, napkin, maybe at keychain)
- ❖ Place bins everywhere.
- ❖ Get the staff to change amenities only upon customer's request (give prior notice to customers).
- ❖ Offer the option to use salt or neem as a toothpaste, experiencing the traditional way.

Restaurant/Kitchen

- ❖ Replace tissues with napkins.
- ❖ Use glass bottles instead of plastic water bottles.
- ❖ Avoid large amounts of food waste by providing half portions as an option on the menu, what is still left over can be given to pig farms.
- ❖ Increase service charge for take away boxes and provide alternative packaging such as paper, banana leaf, clay jars, ceramic or glass. Offer price reductions for bringing own reusable packaging.



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- ❖ Production waste from the kitchen before and after cooking can be used as organic fertilizer for plantations or food for pig farms. Segregate it into organic/inorganic/recyclables.
 - ❖ Use ICE with salt instead of dry ice.
 - ❖ Substitute all plastic wrapping (to keep fresh) with boxes.

Community Engagement

- ❖ In rural areas, household and farm waste, including pesticides, is still out of municipal control. Educational campaigns such as the 5 Rs: Reduce, Reuse, Recycle, Refuse, and Repurpose initiative, regular clean-up activities and awareness raising programs are needed. Media engagement plays a crucial role as it can be used as a great tool for nationwide awareness raising.
- ❖ The best way to involve the surrounding community is by using your power as a customer, staff manager or host:
 - ❖ Request suppliers to use as little packaging as possible
 - ❖ Request staff to purchase materials and to use reusable packaging and create a depot of reusable bags and containers for staff to use for after work shopping
 - ❖ Involve guests during tours in “on the way cleaning activities”. This can have a good effect on the local community and provides guests with a feeling of “giving something back”.
 - ❖ Provide special green packages for guests (groups, venues)
 - ❖ Place refillable containers in public transport centres
 - ❖ Provide awareness raising on littering during travel and develop a policy ensuring dustbins are available at every public and private transport location
- ❖ Kalaw Municipality has been awarded the ASEAN Clean City Award. This can be taken as an example to encourage further steps. Kalaw municipality collects 2000 kyat per household and 3500 – 10000 kyats for hotels and big restaurants as tax, to pay for garbage collection (collectors, drivers, petrol for the trucks and support money, as a mean of human resource management for anti-corruption). Still a major problem and challenge persists regarding separating waste at the dumpsite. A framework is urgently needed for garbage collection awareness to encourage locals to follow the local authorities system.
- ❖ Develop a curriculum regarding waste, plastic pollution and drug issues for use in primary schools in cooperation with the Ministry of Education (MoE) so that the younger generation throughout the country gain an awareness and education about waste management.
- ❖ Develop a monitoring and evaluation system with a reasonable fine for noncompliance.

It was generally agreed that the priority must be to implement and initiate all these solutions with great care to encourage a willingness to keep the city clean by raising awareness in the community.

WORKSHOP: ENVIRONMENTAL PROTECTION

DAW MAY MOE WAH, Partnership Director of the World Wide Fund for Nature (WWF) facilitated the panel discussion on the topic Environmental Protection and Tourism. The resource persons shared their expertise on the complex relationship, its mutual benefits and negative impacts. Both experts emphasized that environmental protection is a major critical part of sustainable tourism and therefore encouraged participants to create long-term solutions and to raise awareness about environmental values as much as possible in the communities.

U YAN MIN AUNG, National Environmental and Land Policy Consultant for UNEP explained about the negative consequences of deforestation and carbon dioxide emissions produced by cut trees. As a consequence of tourism development more timber resources are needed, for example in infrastructure, which is why he urged the participants to be aware of the indirect negative effects and encouraged thinking about sustainable alternatives.

DR. DAW SEIN SEIN THEIN, President of the Ever Green Environmental Group talked about the significance of Community Forestry (CF) in Myanmar and the urgent need to plant trees for the reforestation of degraded areas. She cited the predictions of Sao Shwe Thaik that Inle Lake will silt up unless necessary precautionary measures are taken. This is why she travelled to China and Thailand to learn about possibilities of bamboo plantations. Back in Myanmar she is sharing her new knowledge and is working on raising nationwide awareness about the possibilities of CF. She emphasized that it can contribute towards reducing poverty and enhancing socio economic status as well as working towards mitigating negative consequences of climate change.

The **audience** was divided into groups in order to discuss on the three topics:

- Impact of Community Forest Tourism
- Nature Park and Wildlife Tourism
- Ecosystem and Landscape in Tourism Industry

Impact of Tourism on Community Forests

Positive Impact

- ❖ Creates new job opportunities / additional income possibilities
- ❖ Increases awareness, understanding, knowledge and action for environmental conversation due to additional value of environment for tourism

Negative Impact

- ❖ Increases pollution due to traffic, plastic bags and other waste which is damaging to the environment of the destination if there is no functioning garbage system etc.
- ❖ Land issues/local abuse of Community Forest Areas - creating arguments between community members

- ❖ Indigenous plants for treatment can be preserved and promoted
- ❖ Sustained/good habits from tourists (for example, having dust bins)
- ❖ Geographical integration
- ❖ Rare and endangered species might become an easier target for illegal trade etc.
- ❖ Investment surplus

Nature Park and Wildlife Tourism

Participants identified 5 problematic issues in regard to Nature Park and Wildlife Tourism:

❖ Pollution

It is important to understand how harmful waste and noise pollution is to environment and wildlife species. Therefore a proper management system is necessary.

❖ Conflict zones

Even though there might be a high potential for tourism in some areas, if the Nature Park is situated in a conflict zone it is inaccessible.

❖ Law & policy

There are too many unclear rules and regulations in law and policy. Amendments need to consider the potential for tourism development as well as environmental protection.

❖ Education & Advocacy

It is essential to educate local residents about environmental protection and conduct awareness raising activities.

❖ Wildlife protection

In order to prevent poaching and illegal trade, resources are needed for ranger equipment, forest police and relevant agencies. There should also be Wildlife Trade Monitoring Groups in areas that have potential for illegal wildlife trade.



Ecosystem and Landscape in Tourism Industry

Currently the main negative consequences on ecosystems and the landscape, that can be related to a growing tourism industry are increasing water pollution through hotel sewage, leakages of oil from motor boats, deforestation in general and especially in water catchment areas, the usage of pesticides and increasing road construction. There is a lack of financial funds for environmental protection, and no overall plan, awareness raising campaigns or education. Proper rules and regulations need to be defined for environmental protection.

CLOSING SPEECH

DAW PYONE KATHY NAING, expressed her gratitude to international institutions dedicated to supporting the development of the country and the empowerment of Myanmar citizens. She emphasized that the conference has provided her with plenty of useful information and ideas and stressed several major points related to Kalaw as a future tourism destination:

- ❖ Kalaw has the potential to become a world-class wellness destination, thereby creating thousands of high quality jobs, boosting local incomes and improving value for residents.
- ❖ Kalaw has several beneficial key assets: temperate climate all year, beautiful natural setting and heritage architecture, proximity to organic farms and attractive local cuisines, easy access to Inle Lake and other tourism sites, future international access via HeHo airport and roads to Thailand.
- ❖ Kalaw can be the place that people from nearby cities like Chiang Mai, Bangkok, Singapore or Yangon travel to for a healthy break, as well, Kalaw can become a place for retirement homes, summer camps, festivals, long term medical care, conferences, retreats, weddings and other celebrations.
- ❖ Sustainable development of Kalaw can have a significant positive impact on peace building. Kalaw and its immediate vicinity are home to many different minorities and cultures. Inclusive development can improve their lives and livelihoods. Led by local ambassadors themselves this may provide a useful example for other areas, especially conflict affected areas.

She described the necessary future steps as follows:

- ❖ We need urgent protection of our assets. In particular the protection of heritage architecture and the unique character of the town. This means a government ban on new development before an agreement on the overall plan is achieved.
- ❖ We need a town plan based on the above concept of Kalaw as a wellness and tourism destination. This need not to be a detailed plan at this stage but should include key principles: walkability, fresh air, heritage protection, green surroundings and parameters for future development. It should provide a clear framework for needed investment.
- ❖ She stressed that the government is fully supportive of the actions that need to be taken and that several consultations with ministers have already been undertaken. Further extensive local consultations are now needed with the local administration, businesses and ordinary people. Additionally, there is an immediate need for technical assistance to develop a broader and inclusive development strategy and to step up management and financial facilities.

“Myanmar is at a tipping point. It is our shared responsibility.”

AWARDS GIVEN OUT THROUGHOUT THE CONFERENCE

- ❖ The boutique tour operator **SAMPAN TRAVEL** (<https://www.sampantravel.com/>) was awarded with the **Travelife Certificate for Excellence in Sustainability**.
Read more about the Travelife Sustainability System for Tour Operators and Travel Agencies here: https://www.travelife.info/index_new.php?menu=home&lang=en
- ❖ The **KALAW MUNICIPALITY** was awarded with the **ASEAN Clean Tourist City Label** due to the combined efforts of the Kalaw municipal authorities, local residents, and the recently formed Kalaw Tourism Organisation (KTO).
More information on the ASEAN Clean Tourism City Standards here: <http://www.tourism.gov.mm/wp-content/uploads/2017/06/asean-clean-tourist-city.pdf>
- ❖ State Finance Minister U Sai Shan Tip Lon handed out the **ASEAN Clean Tourist City Standard Award** (2018-2020) to township administrator **U Thant Zaw Oo** and township development executive **U Kyaw Min Htike**. Ethnic Affairs Minister Dr. Tun Hlaing gave **ASEAN Sustainable Tourism Awards** (2018) to **Daw Moe Moe Naing** from the Danu Self-administrative Zone. www.tourism.gov.mm

EVALUATION

Participants were asked to complete an evaluation form in order to give their feedback on the content and general performance of the 3rd NCCT. Out of 225 attendants on day one, 180 on day two and 150 on day three, a total of 88 participants completed the evaluation form. A significant majority of attendees were from Myanmar (90%). Overall, feedback was very positive. Participants who filled out the questionnaire agreed either mostly or definitely that the conference covered relevant issues for stakeholders involved in tourism (96%). Access to market was seen as the most relevant conference topic. Other answers given in descending order were as follows: Environmental Protection, Product Development, Community Based Tourism, Responsibilities and Duties of Regions and States in Tourism Management, Destination Planning, Community Engagement, Future of Tourism, Waste Management – Especially Bathroom and Restaurant Waste Management, Responsible Tourism, and Responsible Investment.

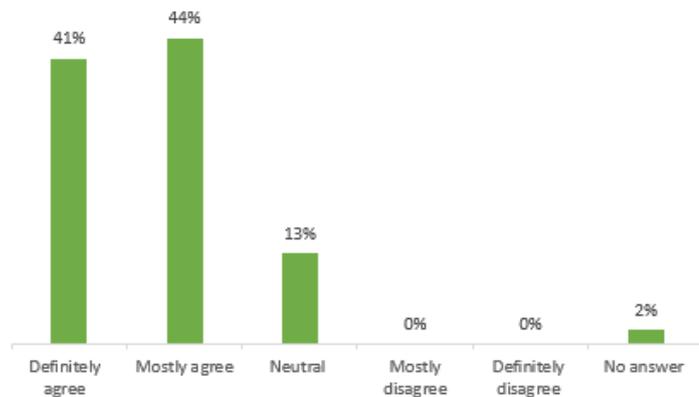
Various answers were given regarding the question “if there was a follow up conference in 12 months what topics should be included?” Many of them related to topics that were already discussed during this conference, which suggests that many issues require more intensive consideration and discussions. Also mentioned were topics, questions and specific issues that had not been addressed in the conference:

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- ❖ Access to market and finance - more forecast on market development
 - ❖ Product development, especially local products
 - ❖ Vocational training for handicraft and production of local products
 - ❖ Human resource management
 - ❖ Hospitality and customer service
 - ❖ General tourism marketing
 - ❖ Budget planning
 - ❖ Business development for community tourism
 - ❖ Foreign investments, especially in regard to community protection and land ownership issues
 - ❖ Safety and security in tourism
 - ❖ Environmental protection, especially nature park and wildlife protection
 - ❖ Eco Tourism
 - ❖ Community engagement
 - ❖ How to create trust within the communities and the private sector
 - ❖ New destination management
 - ❖ Transportation issues
 - ❖ Further discussions on rules, regulations and responsibilities – the role of MPs
 - ❖ Red tape in the tourism sector
 - ❖ Regular updates on policies, laws and statistics by the MOHT
 - ❖ Legislative procedures to start tourism activities, application process for licenses
 - ❖ Rules and regulations for the Trekking business
 - ❖ Government/ business partnerships
 - ❖ CBT Standards and licenses for accommodation
 - ❖ How to improve MICE (Meetings, incentives, conferencing, exhibitions) tourism in Myanmar
 - ❖ More good practice and experience sharing regarding Community Tourism and CBT Standards
 - ❖ Hotel, restaurant, airline etc. pricing should level the price with neighbouring ASEAN countries
 - ❖ Water and chemical soap waste management
 - ❖ Advantages and disadvantages of certain destinations
 - ❖ More analysis of current state of tourism in Myanmar
 - ❖ Negative and unexpected impacts including social problems caused by tourism
 - ❖ Preview the outcomes of tourism industry
 - ❖ Discussion and tools on CBT + transformation i.e. diversity, gender equality etc. One participant mentioned: Communities tend to be conservative and the discussion I heard really valued tradition and culture. So how can tourism be a tool for promoting gender equality? The discussion I heard said “gender empowerment” but were only talking about “employment of women” I would love to see a deeper questioning of “community” and PARTICIPATION of said community.
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The majority of participants stated that they will be able to apply the conference’s content in their day to day work (85%).

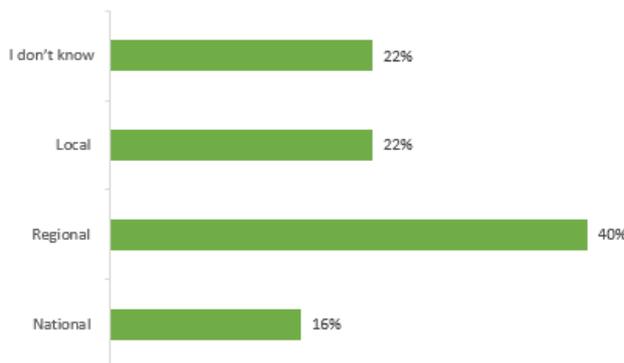
Nearly all (90%) respondents provided feedback that the conference helped them to better understand positions of other relevant actors related to tourism development in Myanmar. This is an important outcome as mutual understanding is indispensable for fruitful cooperation between different sectors and actors.

I can apply the conference’s content in my day to day work.



Concerning the question whether there is an idea or change that the participants will put into practice as a result of the inputs and discussions during the conference, the most frequent answers

Which level of government should manage tourism on community level?

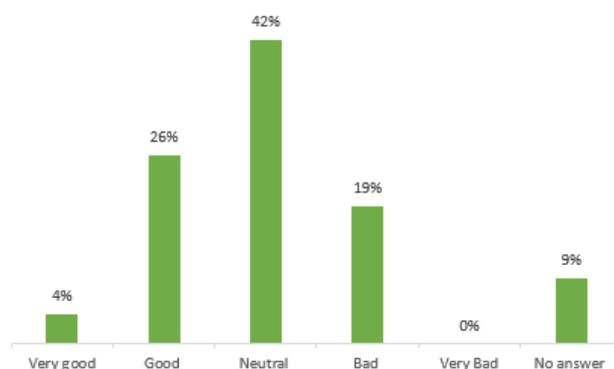


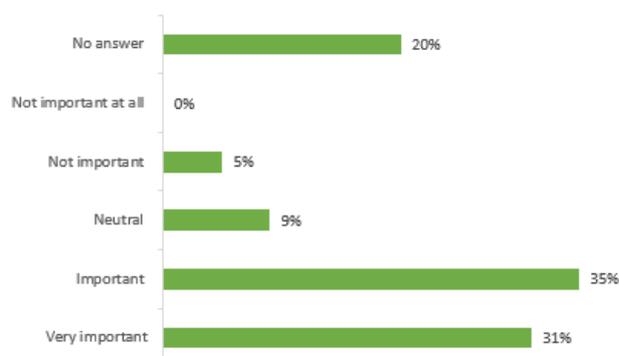
related to suggestions regarding the topics Access to Market, Waste Management, Product Development and Responsible Investment. Very diverse opinions came to the fore when asked which level of government should manage tourism at community level. Regional (40%) and local (22%) being the most popular. Still 16% find that tourism at community level should be managed from National Level and nearly

a quarter of participants couldn’t decide on that question. A clearer picture was drawn on the question regarding guesthouse licensing. More than half of the respondents stated that guesthouses should apply for operating licences on Regional Level. Quite a few (18%) though

seemed to be indecisive or overwhelmed by that question. Even though more participants rate current tourism development in Myanmar as very good or good (30%), 19% are regarding it as bad. A similar percentage distribution is also evident when questioning the assessment of the current tourism business climate in Myanmar. Based on the high number of abstentions or neutral votes, it can be assumed that the participants cannot or

How do you rate the current tourism development in Myanmar?



How important is tourism for rural areas in Myanmar?

only with difficulty assess the current situation. Still the percentage of respondents that assess the climate as good or very good (32%) is higher than those assessing it as bad or very bad (19%). Way more than half of the respondents (66%) agree that tourism is important or very important for rural areas in Myanmar. Very few think it is not important. More than a quarter of the respondents (29%) did not answer or stayed neutral in regard to this

question which could possibly imply that people are not yet able to assess the importance or the impact of tourism for development.

THE WAY FORWARD

Stakeholders with local, national and international perspectives, from government, non-government, private and public sectors, from communities that have recently started to receive visitors and from those who are well established as tourism destinations, gathered in Kalaw to share their ideas and visions for the future of Myanmar's tourism sector. With its diversity in cultures, ethnicities and natural landscapes, Myanmar offers many possibilities in the field of tourism. Motivations and objectives of the various stakeholders to get involved in the tourism industry differ. However, it is largely recognized that sustainable development of tourism can serve as a tool to advance and improve living standards, especially of economically poor and marginalized communities in Myanmar. Besides that, there is great potential for tourism to play a vital role in the ongoing peace process. Provided that it's planning, management and implementation is done professionally and responsibly. As much as tourism accounts for a positive impact, there are pitfalls that need to be avoided and challenges that need to be addressed.

Below, major issues identified throughout the conference, that may prevent tourism from developing its full potential are listed. However, most importantly, these are followed by recommendations for the Union and Region/State Governments, the Private Sector, Development Partners and Local Communities regarding future steps and measures for improvement.

KEY CHALLENGES that were discussed during the conference:

- ❖ Ongoing conflicts, human rights and security issues currently shed a negative light on Myanmar and cause a stagnation and a decrease especially in western international tourist numbers.

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- ❖ Conflict affected areas are inaccessible for tourists and respective communities are thereby prevented from partaking in economic and social activities related to tourism.
 - ❖ Lack of involvement and participation of communities in decision making and destination planning processes.
 - ❖ Insufficient development of innovative tourism products and lack of knowledge about ways to access the market.
 - ❖ Red tape and complex rules and regulations hinder successful implementations of tourism development projects.
 - ❖ Mitigation of negative environmental and social consequences through increased tourism activities (pollution, prostitution, labour exploitation, child abuse etc.).
 - ❖ Unclear standards, guidelines and regulations regarding responsible foreign and domestic investment.
 - ❖ Limited licensed tourist guides, skilled labour in hotel and hospitality services and tourism accommodations, especially in rural areas.
 - ❖ Lack of cooperation between tourism related stakeholders and associations.

Based on these challenges, recommendations for **FUTURE STEPS** were derived, that will, once implemented lead **THE WAY FORWARD** towards a successful development of the tourism industry.

UNION GOVERNMENT

- ❖ Simplify legal visa regulations in order to attract more international tourists.
- ❖ Provide functional laws, guidelines and information about processes and assure accessibility to everyone.
- ❖ Clearly define roles and responsibilities of different levels of government (Union - Regional/State - Township/Local) in tourism and reduce complex regulations that may prevent small businesses entering the market.
- ❖ Decentralise the management of tourism destinations as much as possible to the local authorities/local communities.

REGIONAL/STATE GOVERNMENT

- ❖ Provide guidelines and information on tourism development activities that are easily applicable within communities.
 - ❖ Promote and encourage the development of SME businesses entering the market by developing simple and transparent processes in licensing.
 - ❖ Create an enabling environment for responsible investment for local communities by encouraging cooperation between government and private sector stakeholders.
 - ❖ Increase awareness related to environmental conservation and develop proper destination management plans with respect to environmental protection.
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- ❖ Develop rules and regulations securing responsible and sustainable tourism activities that apply to regional issues.
 - ❖ Manage revenue obtained from tourism activities for regional development, destination management and environmental protection in respective areas.
 - ❖ Assure destination planning is done with prior consultation and the genuine interest and participation of the respective local community.
 - ❖ Decentralise the management of tourism destinations as much as possible to the local authorities/local communities.

MUNICIPALITY/LOCAL AUTHORITY

- ❖ Encourage the development of eco-lodges, using local produce and labour, thereby enhancing environmental and socially conscious outcomes.
- ❖ Ensure destination planning is done with prior consultations, a genuine interest and participation of the respective local community.
- ❖ Develop rules and regulations securing responsible and sustainable tourism activities that apply to township/community issues.
- ❖ Manage revenue obtained from tourism activities for township development, destination management and environmental protection in respective areas.
- ❖ Manage water pollution due to hotel sewage, leakages of oil from motor boats, deforestation in water catchment areas and the usage of pesticides, increased road constructions etc.

ALL LEVELS OF GOVERNMENT

- ❖ Coordinate with relevant stakeholders in tourism industry.
- ❖ Synchronize and improve communication and coordination between different Ministries related to tourism activities.
- ❖ Increase awareness and develop a clear working definition regarding policies and laws that address corruption.

PRIVATE SECTOR

- ❖ Develop innovative ideas, transforming traditional resources into new business ideas, focusing on different types of tourists and ensuring good quality. Varying expectations, budgets and motivations need to be identified in order to respond to demand.
 - ❖ Identify possible new market segments through further research and analysis. For example, one segment currently increasing in importance in the tourism industry is healthy elderly tourists.
 - ❖ When thinking about new designs, Myanmar's diversity should be embraced in order to meet
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tourist's desire to experience various cultural and culinary traditions and practices.

- ❖ Make use of the potential of social media apps, travel bloggers etc. when advertising Myanmar as a unique and safe travel destination. Provide training in digital marketing skills.
- ❖ Improve hospitality services by proper capacity building training programmes and skill based training.
- ❖ Develop proper, responsible and sustainable management plans and allocate reasonable resources in its implementation to mitigate negative environmental and social impacts.
- ❖ Investors, both domestic and foreign need to consider the social, cultural, and environmental impacts of their business activities.
- ❖ Investors should get consent from local communities and act according to their needs and expectations.
- ❖ Develop, foster and promote responsible tourism policies and practices at every institutional level.
- ❖ Work more closely with the township level/communities instead of using leverage through the Union level and higher authorities.

DEVELOPMENT PARTNERS

- ❖ Support the participation of communities at all stages of capacity development and enable communities readiness.
- ❖ Provide financial and technical support to relevant stakeholders towards responsible and sustainable tourism.
- ❖ Coordinate with all stakeholders to create an environment that enables the growth, development and market access of SMEs in order for them to thrive.
- ❖ Support not only the private sector but also the public sector in developing and improving capacity building programmes and skill based training in hospitality services.
- ❖ Support stakeholder coordination in the communities.
- ❖ Support the development of destination planning that is led by the communities.
- ❖ Support the decentralisation in the tourism sector and strengthen the local government in their skills and institutional arrangements.

COMMUNITIES

- ❖ Engage in awareness raising activities to create understanding and knowledge of relevant tourism laws, rules and regulations.
 - ❖ Get educated about their rights in order to make informed decisions and voice potential concerns about tourism activities.
 - ❖ Form and manage tourism committees in consultation with local stakeholders to ensure responsible tourism in the area.
 - ❖ Get involved in regional tourism planning processes led by the local or regional government and relevant stakeholders.
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- ❖ Promote responsible tourism with respect to local culture, traditions and the natural environment.
 - ❖ Encourage the involvement of women in tourism destination planning and management.
 - ❖ Ensure the rights of children are protected in community tourism activities.
 - ❖ Encourage all members of the community to engage in tourism destination planning decisions.
 - ❖ Hold tourism operators accountable for following good practices.
 - ❖ Proactively take part in discussions and meetings with all tourism related stakeholders.
 - ❖ Actively foster and take responsibility for the destination planning.

OVERALL

- ❖ Create stronger business linkages throughout supply chains in order to strengthen local SMEs.
- ❖ Ensure tourism destination planning is inclusive and actively involves everyone in decision making processes.
- ❖ Increase child safe tourism and child protection awareness trainings at all levels within the tourism industry.
- ❖ Learn from the experiences of other communities and neighbouring countries.

Future tourism destination planning will only be beneficial and sustainable if it is initiated and led by the communities and local governments with a genuine interest in tourism. Therefore, trust building, awareness raising and educational activities to enable communities to understand principles and impacts of tourism is essential when working towards a sustainable and responsible tourism sector.

SOUVENIRS AND PRODUCTS FROM SOCIAL ENTERPRISES

Throughout the three-day conference, various local, regional and national exhibitors displayed their innovative products, crafts and social enterprise business models. They were reinforcing the idea that community involved tourism also involves communities in the supply chain for souvenirs and other commodities. Below you can find their contact details.



HlaDay

Hla Day works with Myanmar artisans, disadvantaged groups and small local businesses to design, develop and sell quality handmade products with a contemporary twist.

Shop address: 81 Pansodan Street, Lower Middle Block, 1st Floor, Yangon

E-Mail: info@hlaydaymyanmar.org

Telephone: +95 9452 241 465

Homepage: <https://hlaydaymyanmar.org/>



Third Story Project

The Third Story Project creates children's books with a positive message for children in Myanmar, written and illustrated by Myanmar artists.

Office address: 191 40th Street, Middle Block, 1st Floor, Kyauktada Township, Yangon

E-Mail: thirdstorychildrenbooks@gmail.com

Telephone: 09 2540 77923

<https://sites.google.com/view/thirdstoryproject/home>



YK Collection

YK collection is supplying hotels with traditional customized souvenir gifts since 2010.

Address: 185, Marlar Yone (1) Lane, 12 Quarter, AungDaMa Yeikthar, Hlaing Township, Yangon

E-Mail: ykcollectionsmyanmar@gmail.com

Telephone: +95 997 068 4281

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



Chu Chu

A Myanmar social enterprise re-designing waste material into craft.

Shop address: 507, Khaye Road, Kamakasit Quarter, Dala Township, Yangon

E-Mail: chuchurecycle@gmail.com

Telephone: +95 792 582 795

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



Thandaunggyi (T.D.G. - WG) Women Group

Founded in 2012 by 30 Karen women to fight violence against women through skills training and economic empowerment in the agri-business supply chain.

Address: Quarter 4, Main Road, Thandaunggyi City

E-Mail: thandaunggyi.wg@gmail.com

FB: <https://www.facebook.com/ThandaunggyiWomen-Group-1686758648030711>



Savory Chin Hill Group

Address: Khaikam Town, Chin State, Myanmar

E-Mail: savoryenterprise@gmail.com

Telephone: +95 944 981 76 00

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



The Lotus Collection Lacquerware Factory

Beautiful, detailed drawings. Custom orders are accepted. Each product is engraved with the workshop's logo, guaranteeing quality.

Address: K 7, Nayatheinkha Qr, Khayay Road, New Bagan

E-Mail: ninwe7@gmail.com



Ecotainer

Address: Eager Beaver Company Limited, No5/18, Aung Chan Thar Street, 5 ward, Kalaw

E-Mail: sales@eagerbeavermm.com

MEDIA REPORTS ABOUT THE CONFERENCE

Please find the press release in English here:

<https://view.publitas.com/hanns-seidel-foundation-myanmar/press-release-3rd-myanmar-national-conference-on-communities-and-tourism/page/1>

Please find the press release in Myanmar language here:

<https://view.publitas.com/hanns-seidel-foundation-myanmar/press-release-3rd-national-conference-on-communities-and-tourism-mm/page/1>

3rd National Conference on Communities and Tourism

6th June – 8th June | Kalaw, Myanmar

Main Venue: Kalaw Town Hall

CONFERENCE PROGRAMME

Day 1: Wednesday, 6th June

~ 05:00 am Participants from Yangon arrive in Kalaw

Optional

09:00 – 13:00 Elephant Camp

14:00 – 14:30 Registration

14:30 – 15:30 **Opening Remarks**

U Tint Thwin, Director General, Ministry of Hotels and Tourism

H. E. Dorothee Janetzke-Wenzel, Ambassador of Germany to Myanmar

Achim Munz, Resident Representative Hanns Seidel Foundation (HSF) Myanmar

U Nyunt Win Naing, Chairman, Myanmar Responsible Tourism Institute (MRTI)

15:30 – 16:00 **Group Photo and Tea Break**

16:00 – 16:30 **Communities and Tourism – Example of Kalaw**

Daw Pyone Kathy Naing, Member of Pyithu Hluttaw from Kalaw

16:30 – 17:00 **Tourism in Shan State**

U Htin Aung Naing, Director of Hotels and Tourism Shan State

17:00 – 17:30 **Welcome from the Host Community “Kalaw as a Tourism Destination”**

U Khin Maung Chin, General Manager, Kalaw Hilltop Villa

17:30 – 18:00 **ASEAN Awarding Ceremony**

18:00 **Free Evening / VIP Dinner**

Day II: Thursday, 7th June

Venue: Town Hall

08:30 – 09:00

Registration

09:00 – 09:30

Key Note Speech

Ulrich Morgenthaler, Founder and Director of Arakan Nature Lodge

09:30 – 10:00

The Role of SMEs in Tourism Development

U Nyi Nyi Aung, Deputy Director, SME Center Taunggyi

10:00 – 10:30

How to Improve Support for Community-Level Enterprises

Mike Haynes, Senior Advisor, PEM Consultant on behalf of GIZ

10:30 – 10:45

Tea Break

10:45 – 11:15

Supporting Innovative Business Ideas in the Tourism Sector

Sebastien Moineau, Team Leader, Business Innovation Facility (BIF)

11:15 – 12:15

Future of Tourism in Myanmar (Panel Discussion)

Moderator:
Thi Thi Thein, Independent Tourism Researcher

Panelists:
Khin Myat Myat Naing @ Chilli, Travel Blogger

U Zaw Myo Latt, Deputy Director, Promotion Department, MoHT

Daw Yin Myo Su, Managing Director, Inle Heritage

Vicky Bowman, Director, Myanmar Centre for Responsible Business

12:15 – 12:45

Update on the Myanmar CBT Standards

Dr. Andrea Valentin, Consultant, Lux Dev/GIZ/ITC

Thang Hlain Oo, Consultant, Lux Dev/GIZ

12:45 – 13:45

Lunch

13:30 – 13:45

Transport to Venues

	Town Hall	Dream Mountain Hotel	Old Cinema “Yadana”
	<p>Community Tourism Projects in Myanmar</p> <p>Panel Discussion</p>	<p>Responsibilities & Duties of Regions and States in Tourism Management</p> <p>Panel Discussion</p>	<p>(Community Led) Destination Planning</p> <p>Panel Discussion</p>
13:45 – 16:00	<p>Moderator:</p> <p>U Nyunt Win Naing, Chairman, MRTI</p> <p>Panelists:</p> <p>Winnie Mai, National Project Assistant, ITC, Co-Author of “Fresh from the Field”</p> <p>Aung Kyaw Swar, Principle and Co-Founder of Inle Heritage Foundation</p> <p>Mar Mar Cho, Member of the Thandaunggyi Women Group</p>	<p>Moderator:</p> <p>Achim Munz, Country Representative, HSF</p> <p>Panelists:</p> <p>U Nyo Aye, Director, Dawei Branch Office, MoHT</p> <p>Aung Ye Pyae, Founder and Manager, Ride Behind Kalaw</p> <p>Daw Pyone Kaythi Naing, Member of Parliament (NLD) from Kalaw, Shan State (tbc)</p> <p>Win Min, Programme Associate, MCRB</p>	<p>Moderator:</p> <p>Dr. Andrea Valentin, Founder and Director, Tourism Transparency</p> <p>Panelists:</p> <p>U Chetry Win Tin, Director, Journeys Adventure Travel</p> <p>Ulrich Morgentaler, Founder and Manager, Arakan Nature Lodge</p> <p>U Aung Thu Oo, Deputy Director for the Sagaing Region, Monywa Department of Directorate of Hotels and Tourism</p> <p>Carol Aye, Director, Another Development</p>
16:00 – 16:15		Transport to Town Hall	Transport to Town Hall
16:15 – 17:15	Presentations of Group Work + Q&A		
17:15 – 17:30	<p>Summing up the Day</p> <p>U Nyunt Win Naing, Chairman, MRTI</p>		
19:00 – 21:00	Live Music in Kalaw		

Day III: Friday, 8th June

Note: Every participant can join 2 workshops. Each workshop is offered one time in the morning and a second time in the afternoon. Each group presents key outcomes of the workshops in the afternoon.

	Town Hall	Dream Mountain Hotel	Old Cinema "Yadana"	Red House
	Access to Market I Workshop	Responsible Investment Workshop	Product Development I Workshop	Waste Management I Workshop
08:30 – 09:00	Registration	Registration	Registration	Registration
09:00 – 11:30	<p>Facilitators:</p> <p>Jeanette Scherpenzeel, Senior Programme Manager, Centre for the Promotion of Imports from Developing Countries (CBI)</p> <p>Kyaw Zayya, National Coordinator, Lead Programme, Myanmar Business Executive</p>	<p>Facilitator:</p> <p>Win Min, Programme Associate, MCRB</p> <p>Resource Persons:</p> <p>Dr. Aung Myat Lwin@ Henry Chen, Excom, UMTA</p> <p>Dr. Tin Htoo Naing, Consultant, GIZ</p>	<p>Facilitators:</p> <p>Randi Wagner, Independent Communication and Design Professional</p> <p>Ameer Virani, Product Manager, Exo Travel</p>	<p>Facilitators:</p> <p>Friedor Jeske, Sector Coordinator, Cesvi Fondazione Onlus</p> <p>Akari Bo, Director, Marco Polo Travel and Tour</p>
11:30 – 11:45		Transfer to <i>Town Hall</i> for Lunch		Transfer to <i>"Old Cinema"</i> for Lunch
11:45 – 12:45	Lunch		Lunch	
12:45 – 13:00	Transport to Venue		Transport to Venue	

	Town Hall	Dream Mountain Hotel	Old Cinema "Yadana"	Red House
	Access to Market II Workshop	Environmental Protection and Tourism Workshop	Product Development II Workshop	Waste Management II Workshop
13:00 – 15:00	<p>Facilitators:</p> <p>Jeanette Scherpenzeel, Senior Programme Manager, Centre for the Promotion of Imports from Developing Countries (CBI)</p> <p>Kyaw Zayya, National Coordinator, Lead Programme</p>	<p>Facilitator</p> <p>Daw May Moe Wah, Partnership Director, WWF</p> <p>Resource Persons:</p> <p>Dr. Daw Sein Sein Thein, President, Ever Green Environmental Group</p> <p>U Yan Min Aung, National Environmental and Land Policy Consultant, UNEP</p>	<p>Facilitators:</p> <p>Randi Wagner, Independent Communication and Design Professional</p> <p>Ameer Virani, Product Manager, Exo Travel</p>	<p>Facilitators:</p> <p>Friedor Jeske, Sector Coordinator, Cesvi Fondazione Onlus</p> <p>Akari Bo, Director, Marco Polo Travel and Tour</p>
15:00 – 15:15		Transport to Town Hall	Transport to Town Hall	Transport to Town Hall
15:15 – 15:30	Coffee Break			
15:30 – 16:45	Presentation + Q&A			
16:45 – 17:00	<p>Conclusion and End</p> <p>U Than Htike, Member of the Amyotha Hluttaw</p>			
19:00	Departure to Yangon			

**Greatest thanks and appreciation is expressed here to all those
who contributed to the success and fruitfulness of the
3rd National Conference on Communities and Tourism 2018**

- ❖ All employees of the organizers: Hanns Seidel Foundation, Myanmar CBT Network, Myanmar Centre for Responsible Business, Myanmar Responsible Tourism Institute and the many volunteers,
 - ❖ the Ministry of Hotels and Tourism (MoHT),
 - ❖ the German Cooperation (GIZ),
 - ❖ all national and international resource persons and facilitators who shared their valuable expertise,
- ❖ the Green Hill Valley Elephant Camp and the various local, regional and national exhibitors who displayed their innovative products,
 - ❖ the host community Kalaw,
- ❖ and of course all national and international guests and interested parties.

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Win Gabar Street, Yangon
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myanmarcbtnetwork@gmail.com

THE ORGANIZERS



The **MINISTRY OF HOTELS AND TOURISM (MOHT)** is a ministry in the government of Myanmar, responsible for the country's tourism sector. It was established in September 1992 to raise the momentum of the tourism industry. The objective of the Ministry is to bring about employment opportunities, to raise the living standards and to earn a large amount of foreign exchange in a short period. <https://www.facebook.com/moht.mm/>



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.

<https://www.facebook.com/HSF.Myanmar/>



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.

<https://www.facebook.com/myanmar.responsible.business/>



The **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.

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



The **COMMUNITY BASED TOURISM NETWORK** was established in 2016 and now has more than 130 participants from different stakeholder groups committed to building partnerships and addressing the challenges of responsible tourism development in communities. The network is expanding outreach to different stakeholders, discusses the latest tourism issues, provides updates on policy, builds capacity and creates an online presence.

