

Linked Initiatives in the Myanmar Tourism Sector

This supplement to Myanmar Centre for Responsible Business' (MCRB) Tourism Sector-Wide Impact Assessment aims to outline the existing initiatives to promote responsible tourism in Myanmar. The initiatives below are carried out by the Government of Myanmar, international donors, international and local civil society organizations, international organizations and the tourism industry. A number of them are in follow up to the Tourism Master Plan although not all of the initiatives identified in that Plan have been funded or are currently being pursued.



Sector-Wide Impact Assessment (SWIA)

Many of these projects were included in the [mapping](#) by Swisscontact in associated with [Myanmar Information Management Unit](#) presented at the Tourism Sector Working Group in October 2014

This list was last updated in February 2015. While MCRB has tried to include all initiatives related to tourism, due to their number, a few initiatives may have been missed. If you wish to see initiatives included in the list, please send information to info@myanmar-responsiblebusiness.org

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Destination Management and Development

1. Inle Lake - Regional Destination Management Plan (MIID + ICIMOD)

With the support from the Ministry of Hotels and Tourism and the Government of Luxembourg, the [Myanmar Institute for International Development \(MIID\)](#) and the [International Centre for Integrated Mountain Development \(ICIMOD\)](#) have developed a tourism destination management plan for the greater Inle Lake region. The [plan](#), spanning 2014-2019 was published in together with a set of [proposals](#) to implement it. In the period 2014 - 2016, MIID is also implementing a Climate Change Adaptation Pilot Project, targeting five ethnic minority villages in the hills on the western bank of Inlay Lake in Shan State. The project is funded by the EU through ICIMOD who also provide technical advice. In 2014-2015 MIID is providing training and capacity building for 20 civil society organizations in Shan State. The aim of the project is to enable emerging civil society organizations to attract donor funding and implement development projects. The project is supported by GIZ.

2. Development of a Conservation Action Plan for Inle Lake – UNDP

The Ministry of Environmental Conservation and Forestry (MOECAF) in collaboration with Shan State Government and with technical support from the United Nations Development Programme (UNDP) is preparing a comprehensive Conservation Action Plan for Inle Lake. The [Inle Lake Conservation Five Year Action Plan \(2015-2016 to 2019-2020\)](#) aims at ensuring a balanced approach between conservation and development of Inle Lake through

the active participation of local communities and key stakeholders. The plan will also include monitoring and management systems to evaluate progress of conservation efforts.

UNDP also provides funding and assistance in implementation of local projects, including in the area of environmental protection and access to safe water in Inle Lake region, Shan State. UNDP has experience in micro-finance, social cohesion and livelihoods support at Kayah State level and maintains a regional office in Loikaw that looks at local governance.

3. Bagan - JICA Regional Tourism Development Project

This three year project (2014-2017) to be implemented in Bagan is the first technical cooperation project between the Ministry of Hotels and Tourism, and [Japan International Cooperation Agency \(JICA\)](#) in Myanmar's tourism sector. It will promote regional tourism development through the implementation of activities related to human resources development, tourism management and promotion, and improvement of tourism infrastructure.

4. Mandalay area - Towards an Integrated Development Plan of the Antique Cities of Upper Myanmar: Innwa, Amarapura, Sagaing, Mingun, Mandalay

This project, financed by the Italian Ministry of Foreign Affairs and International Cooperation aims at fostering sustainable tourism development in the Antique Cities of Upper Myanmar through the setting up of an Integrated Development Plan in close collaboration between the University of Florence and a Local Technical Group representing the Ministries of Tourism and Planning.

5. Support to Chin State Government Comprehensive Development Plan

In 2014 [Myanmar Institute for Integrated Development \(MIID\)](#) has carried out a comprehensive economic and social sector review in Chin State, funded by DANIDA, resulting in the preparation of large number of development proposals to be included in the Chin State Comprehensive Development Plan 2016-2021. Analysis and project formulation built on the provisions of the ceasefire agreement between the Union Government and Chin National Front (CNF). Civil society in Chin State has taken active part in the process. Tourism was identified as one of the priority sectors for development. Field research included assessment of potential tourism sites and activities and proposals for new product development and destination planning. The aim is to increase tourism to generate economic growth, wider distribution of income amongst communities, and create employment; to raise awareness of tourism impacts and potential linkages to other sectors and to provide concrete and practical proposals for tourism planning and development.

6. Kayah State Tourism Development - Netherlands Centre for the Promotion of Imports from Developing Countries (CBI) and International Trade Centre (ITC)

This USD 1.9 million project, funded by the Dutch government, and launched in August 2014 is a three-year initiative which aims to contribute to tourism development in Kayah State in terms of product quality, business linkages and capacity-building of tourism sector associations. The programme aims to increase the income of producers and exporters and specifically create and maintain jobs in the Myanmar tourism sector. This will be achieved by increasing the income of enterprises and local communities, and by enhancing the competitiveness of Myanmar's tourism industry and related supply chains, especially at the Kayah state level, contributing to sustainable economic development. The project builds on

the recommendations of Myanmar Tourism Master Plan and the country's [National Export Strategy](#), and will be delivered in conjunction with CBI's national tourism development program.

Vocational Training and Education

1. Luxembourg Development's Education Program, Human Resource Development and Capacity Building

Luxembourg Development ([Human Resources Development in the Hospitality and Tourism Sector](#), project MYA/001) is supporting the follow-up to the Myanmar Tourism Master Plan focussed on three result areas of strengthening i) governance, ii) education and iii) industry/workforce in the hotel and tourism sector. In addition to the strengthening of the MoHT and the Myanmar Tourism Federation's capacities, the project will also target Myanmar's primary tourist destinations for further promotion of service quality. The specific objective is to build human resources capacity and promote service quality in the tourism sector in line with orientations of the strategic programme 2 of the Myanmar Tourism Master Plan 2014 – 2019

2. The Vocational Skills Development Program (VSDP)

The Vocational Skills Development Program (VSDP) is financed by the Swiss Agency for Development and Cooperation (SDC). It is implemented in Myanmar by a consortium consisting of [SwissContact](#), a Swiss foundation and the German company INBAS (Institute for Vocational Training, Labour Market and Social Policy). The Program's overall goal is gainful and market demand-driven employment or self-employment and better income for disadvantaged persons in targeted areas of Myanmar. It has [three components](#): the Hotel Training Initiative (HTI), the Mobile Training Unit (MTU) and the NSSA component.

The HTI Component facilitates the availability of skilled persons for the hospitality industry. It will train about 3,000 persons with disadvantaged background in selected hospitality occupations in cooperation with leading hotels in Yangon and Nay Pyi Taw as well as with the relevant industry associations. In addition to skills development courses the Component has established a cascading system of Training of Trainers (ToT) courses as well as activities that aim at assuring financial self-sustainability of skills development in the Myanmar hospitality industry.

The Swiss Agency for Development and Cooperation (SDC) is also providing institutional support to the [Center for Vocational Training \(CVT\)](#), an established quality provider of Swiss-style 'dual system' vocational education in Myanmar from 2014 to 2017, including life and technical skills education for disadvantaged youth.

3. Inle Hospitality Vocational School Project (Partnership for Change & Inle Princess)

[Inthar Hospitality Vocational Training School](#) was founded by the managing director of Inle Princess Resort with the support of [Partnership for Change](#) (PfC). The training school aims to empower the local community in Myanmar to create education and job opportunities for women and youth. In September 2013 school launched their first one year training program for 40 students.

Partnership for Change (PfC) has extended their project in Inle Lake in order to develop tourism and hospitality skills in the region. PfC will develop new vocational training schools and provide resources and technical support over the 2014-2017 period.

4. Hospitality and Catering Training Academy

The Hospitality and Catering Training Academy (HCTA), funded by the [Daw Khin Kyi Foundation](#), is a non-profit training centre empowering youth with education and vocational training, not only creating job opportunities but also supplying the rapid demand of tourism and hotel industry. The academy is based in Kaw-Hmu, south of Yangon.

5. The Kandawgyi Hotel and Tourism Training School

The Kandawgyi Training School was the first of its kind in Myanmar, and was established in 1992 with the funding of UNDP and ILO. Since then, it has provided basic hospitality trainings in front office management, housekeeping, food and beverages, service training, and travel consultancy. Tour guide trainings are still provided by the government.

6. Myanmar Chefs without Borders - Young Myanmar Chefs Association

This project will be developed by World Chef's Without Borders and Young Chefs Myanmar in Yangon and Rakhine State. The [Myanmar Chefs Association](#) raises funds for various vocational training centers, including a pastry chef training center for girls and a boys chefs vocational training center. The Association has also provided healthy meals for over 100 street girls in the outskirts of Yangon. It plans to expand its activities in other girls' facilities and it will provide free dental care at the pastry chef training centre twice a year. The duration of this project is from October 2014 to March 2015.

7. Tourism Capacity building in Myanmar: University Training on Tourism Development and Tourist Service Quality in Myanmar – University of Bologna

This capacity building programme, financed by the Italian Ministry of Foreign Affairs and International Cooperation, aims to contribute to the implementation of Myanmar Tourism Master Plan through the organization of two courses (7+7 weeks) in Italy by the University of Bologna with the participation of the Bertinoro Residential University centre,; Tourism Capacity building in Myanmar – University Training on Tourism Development and Tourist Service Quality in the Republic of the Union of Myanmar for 50 representatives of the public and private tourism sector in Myanmar.

8. Strengthening Local Governance Capacity Livelihoods and Social Cohesion in Ethnic Minority Areas Project (JICA)

Japan International Cooperation Agency (JICA) will provide support to improve the governance capacity of local government through training, workshops, etc., in Rakhine State, Kachin State, Kayah State, Kayin State, Shan State and Chin State.

9. GIZ Technical, Vocational Education and Training (TVET)

Since early 2013 the [Deutsche Gesellschaft für internationale Zusammenarbeit \(GIZ\)](#) is providing vocational training, capacity building and technical assistance to both government offices and private players. It supports the National Skills Standard Authority and develops market driven vocational training approaches. In the field of tourism, a tour conductor training assessment serves as a basis for certifying tour guides according to international standards.

10. Invest to Excel – International Rescue Committee

The International Rescue Committee (IRC) launched a project 'Invest to Excel': Sustainably growing your workforce in Myanmar, in Yangon in January 2015. The project aims to work with leading companies in Myanmar to facilitate the return of refugees and migrants currently living in Thailand back in Myanmar through training and employment opportunities. Companies will be supported by IRC in developing responsible and inclusive corporate programs to engage with displaced workers as trainees and employees.

11. Technical and Vocational Skills for Myanmar Refugees in Thailand (ACTED)

With EU funding, ACTED are working in refugee camps in Mae Hong Son province to assist 1400 young Myanmar refugees living in two camps by providing vocational training on 10 topics, including Hotel Management. The action promotes sustainable solutions to the protracted encampment situation as it focuses on developing and practicing VT skills relevant to access livelihood opportunities in a wide variety of contexts, but with priority on possible repatriation. For select VT trainees, it includes an internship with an employer in Myanmar which will enable them to gain invaluable experience in their home country work and other environment.

Labour issues and social dialogue

1. Promoting ethical tourism in Myanmar (UnionAid)

UnionAID and the International Union of Food Workers (IUF) Asia-Pacific will do research and map the major foreign owned hotels in Yangon to develop an evidence base relating to conditions of employment and issues for workers. They will conduct training and develop an international on-line "[Ethical tourism for Myanmar](#)" campaign including labour standards.

2. International Labour Organisation (ILO)

The [International Labour Organisation](#) has a range of programmes focussed on labour law reform and social dialogue in Myanmar, including a programme to strengthen employers' organisations and work on child labour. In November 2014 the governments of Myanmar, USA, Japan, Denmark and the International Labour Organization (ILO) jointly launched a new [Initiative to Promote Fundamental Labour Rights and Practices in Myanmar](#). The Initiative is intended to build upon Myanmar's existing labour reform efforts, including on-going legislative reform activities supported by the ILO. To that end, the labour reform plan developed under this Initiative is intended to serve as a blueprint to prioritize legal changes, coordinate donor assistance, and strengthen government capacity to implement those reforms in close cooperation with civil society representatives.

Private Sector and SMEs Development

1. ILO's Entrepreneurship Development and SMEs Support in Myanmar Project

ILO is implementing a project for "Entrepreneurship Development and SME support in Myanmar". The project, running till 2017, will support the roll-out of entrepreneurship and SME management training and related business services for micro, small and medium sized enterprises in Myanmar, including tourism businesses. The project will have a three pronged strategy operating at the macro, meso and micro levels. Key deliverables of the project will include, at the macro-level, an in-depth assessment of the tourism sector from the perspective of SME management skills development; at the meso level, adapted SME management training curricula for the tourism sector and a trained and certified cadre of trainers and master trainers in charge of roll out; and, at the micro level, pedagogical

resource materials, training courses, and complementary Business Development Service (BDS) products for entrepreneurs. The project is expected to contribute to an increase in turnover and job-creation for at least 500 enterprises in the tourism sector.

The ILO will carry out tourism related vocational training in collaborating with CVT and the Dutch vocational training provider SPARK. For the development of community-based enterprises, ILO will provide financial intermediaries and training providers in partnership with UNIDO.

2. Building Markets SME Development

[Building Markets'](#) Sustainable Marketplace Initiative in Myanmar (SMI-Myanmar) is in a unique position to leverage this new economic activity into opportunities for local small and medium-sized enterprises (SMEs) to grow their businesses and create jobs. The SMI-Myanmar provides a suite of services specially designed to break down barriers to local procurement and generate linkages between local businesses and international and domestic opportunities.

3. GIZ Capacity Building for Private Sector Development (PSD)

The [Deutsche Gesellschaft für international Zusammenarbeit \(GIZ\)](#) is supporting the development of SMEs in Myanmar. GIZ supports public and private sector institutions to create better framework conditions and services. Start-up-entrepreneurs and SMEs benefit from trainings and coaching. In the Shan State GIZ supports 2 value chain promotion projects in close cooperation with the mango and tea cluster groups with the joint goal to improve quality of production, post-harvest treatment, packaging, processing and market linkages. GIZ also advises on the development of long-term strategic development plans and supports project proposals of local initiatives from CSOs and local community groups, including for the tourism sector.

4. Business Innovation Facility

The [Business Innovation Facility \(BIF\)](#), a 4 year DFID project implemented by PWC and HamsaHub. BIF will offer training in innovative tourism product development in May 2015. The training will cover the areas of innovative product design, marketing, finance and pricing, conflict sensitivity and do no harm, and results (impact) management. In addition, BIF will provide a funding opportunity through the Package and Product Innovation Competition (PPIC). The competition will be open to all tour operators, travel agents, hoteliers and guides who are willing to innovate, pilot and roll out innovative products that can benefit a large number of poor people.

5. UNIDO's Developing Cluster and Business Linkages Project

Through [this project](#) UNIDO, funded by the government of Italy, is aiming to provide better employment and livelihood opportunities for local communities. They prioritize increasing the competitiveness of micro, small and medium enterprises (MSMEs) through developing cluster and business linkages. They will provide policy advice to the Ministry of Industry, and the Ministry of Cooperatives for preparation of an Industrial Zone law. In Bagan UNIDO will establish a Lacquer-ware cluster through providing training and providing small micro grants to poor producers.

6. Pomelo

[Pomelo](#) is a non-profit craft shop in Yangon which provides a fair trade marketplace for small Myanmar producers, opening opportunities for them to improve their social and economic situation. They are committed to using local materials and local artisans to produce quality, handmade products with a contemporary twist. Their producers include HIV sufferers, street youths, mentally and physically disabled and small family businesses fighting poverty.

7. Socio Economic Development Network for Regional Development (ActionAid)

Action Aid's [Socio Economic Development Network for Regional Development \(SEDN\)](#) aims to establish and run a social business to produce marketable craft products by village based Women Producer Support Groups, to sell both locally in Bagan tourist area primarily and expanding to other areas in Myanmar, as well as by export. The target area is 40 villages in Myaing and Pakokku Townships in Magwe Region with an estimated population of 28,000.

8. Promoting Women-led Microenterprises along the East-West Economic Corridor (ADB)

ADB have embarked on a study to identify micro-enterprise opportunities relating to tourism in Karen and Mon states, including identifying microfinance opportunities.

Sustainable and Community-based Tourism

1. Community Involvement in Tourism (Hanns Seidel Foundation)

[Hanns Seidel Foundation](#) has been supporting the Myanmar Government in preparation of Responsible Tourism Policy and Community Involvement Tourism (CIT) Policy as a part of their projects. HSF is also discussing the formulation of a Bed and Breakfast Policy with the MoHT. HSF has also published a Guide to Responsible Business for Tour Operators in Burmese language. The Guide will soon be available on the website of the Hanns Seidel Foundation. HSS has also trained the [Tourism Police](#) on responsible tourism issues.

2. Sustainable Tourism Development Project Myanmar

The Netherlands [Centre for the Promotion of Imports from Developing Countries \(CBI\)](#), the [Pacific Asia Travel Association \(PATA\)](#), and [Travelife](#) have signed a three party MoU for a series of training courses for tour operators and advisors. Through their Sustainable Tourism Asia Program (2014-2017) CBI will work closely with local and national associations in Myanmar such as the Union of Myanmar travel Association (UMTA) and the Myanmar Hoteliers Association. The project focuses on in-bound tour operators member of UMTA. Tour operators are supported with capacity building and market access support. It also supports tour operators to increase the social and environmental sustainability of their supply chain and to diversify their product offer by integrating community products and services into their product offers. Community tourism initiatives are supported to better deliver market oriented products and services. The programme includes

- Export Coaching Program for 15 selected inbound operators;
- Management and Export skills training for wider group of 25 exporters;
- Supporting Myanmar destination marketing at EU markets;
- Sustainability standards and implementation for inbound travel companies
- Community involvement and product diversification ('Mystical Myanmar')

3. Handbook and Training on Sustainable Hospitality Management (MTF/GIZ)

A 52-page Manual on Sustainable Management in the Hospitality Sector in Myanmar has been put together for hoteliers and restaurants by the Ministry of Hotels and Tourism and the Myanmar Tourism Federation (MTF), with support from Germany (GIZ). The Handbook was launched in January 2015 and is intended to support sustainable management of their properties and reduce negative environmental impacts at Inle Lake and further Shan areas. Research for best practice examples for the publication was conducted based on the Destination Management Plan for the Inle Lake Region published by the Ministry of Hotels and Tourism in 2014. The research team visited 30 hotels and restaurants around Inle Lake in October and November 2014, conducting inspection tours and holding discussions about environmental management, community involvement and purchasing. 200 copies of the manual have already been printed in English, and 700 Myanmar-language copies will be published by mid-February. They will be available to participants in training workshops and through regional branches of the Myanmar Hotelier Association. PDF versions will also be available. In March 2015, pilot training will be offered to hotel managers in five locations in Shan State: Inle Lake, Nyaungshwe, Kalaw, Hsipaw and Kengtung.

4. Kayin State Business Development (PeaceNexus)

[PeaceNexus](#) is an independent private Swiss foundation whose mission is to promote integrated solutions to peace building challenges with emphasis on the interfaces between development, democracy and security. In the belief that inclusive and responsible business can help consolidate the on-going peace process PeaceNexus is supporting the Karen National Union (KNU) and others in the identification of business opportunities that benefit the local population in Kayin State. Peace Nexus held the first peace and tourism workshop in collaboration with the Hanss Seidel Foundation in Hpa-an, Kayin State in February 2014.

Ecotourism

1. Ecotourism Management Strategy (ADB, MOECAF, MoHT, ICIMOD)

The Asian Development Bank is supporting ecotourism development in Myanmar together with MOECAF and MoHT at both policy and project levels as an integral part of the Great Mekong Sub-region Economic Cooperation Program (CEP). With the International Centre for Integrated Mountain Development ([ICIMOD](#)) and the two ministries, CEP is helping in formulating the [Ecotourism Management Strategy for Protected Areas](#) to promote sustainable ecotourism products and services in Myanmar's protected areas. An assessment of the ecotourism potential of 21 potential protected areas was undertaken in late 2014 and the strategy will be launched at an International Ecotourism Conference in 2015. CEP will also pilot community-based ecotourism at the Tanintharyi Nature Reserve on the Myanmar side of the Tenasserim Biodiversity Landscape to promote biodiversity conservation and livelihood improvement.

2. Strengthening Sustainability of Protected Area Management - Global Environment Facility

The [Global Environment Facility](#) (GEF) has endorsed a new project in Myanmar to strengthen and expand its Protected Areas amidst an emerging and rapidly growing economy. The project will safeguard the unique natural heritage for the benefit of current and future generations and ensure continued provision of ecosystem services for the people of Myanmar. The USD 24 million project is executed by the Ministry of Environmental Conservation and Forestry in co-operation with the Wildlife Conservation Society (WCS),

with UNDP as the GEF Implementing Agency. The project will contribute significantly to a more effective management of Myanmar's protected area (PA) network, and will also better safeguard approximately 20% of Myanmar's forests. The project also aims to work closely with the indigenous peoples and local communities for conservation.

3. Upper Ayeyarwady corridor (Harrison Institute)

The Harrison Institute who have been working on biodiversity throughout Myanmar for over a decade, have been awarded a 2014 UK Darwin Initiative Grant for '[Enhancing rural livelihoods and biodiversity conservation through responsible tourism](#)'. The aim of the 2014-2017 project is to promote rural development and conserve natural and cultural heritage, promote responsible environmental policies in the Upper Ayeyarwady River Corridor with respect to waste management, and increase in-country specialist guiding skills to help facilitate local ecotourism. The project will develop, as pilot projects, three new destinations for river boats on the Upper Ayeyarwady River: Sheinmaga-Tawyagyi – the area includes a traditional working monastery with school, an impoverished but picturesque village (Nga Ye), a market town (Sheinmaga), and Myanmar's oldest wildlife sanctuary, which is home to a population of endangered Eld's deer and numerous bird species; and Hsithe and Myayzun – these two picturesque villages are home to fishermen who conduct co-operative fishing with the critically endangered Irrawaddy River dolphin. Local Myanmar NGO are Grow Back for Posterity (Myanmar NGO), [Myanmar Bird & Nature Society](#), [FREDA](#) and the University of Mandalay.

4. Community Based Ecotourism Project (Wildlife Conservation Society)

[Wildlife Conservation Society](#) (WCS) is developing a pilot community-based ecotourism project in Mandalay to support conservation of Irrawaddy dolphins and create employment and income generating opportunities for local residents.

5. Environmental Awareness and Education Programme (SST Tourism/MBNS)

[SST Tourism](#), a travel agency based in Yangon, co-founded the non-profit organization Myanmar Bird and Nature Society, which conducts awareness-raising and education programs at local schools. They provide training to guides to become specialised bird watching tour guides. SST Tourism has also initiated a series of community based tourism projects in Bagan, Rakhine and Kyeitali.

6. Building Local Capacity for Conservation and Tourism Development in Myeik archipelago (COAST) (Istituto OIKOS/MOECF)

This project which commenced in 2014 and is being implemented by OIKOS in partnership with the Nature and Wildlife Conservation Division (NWCD) of MOECF and funded by Italy and Switzerland aims to promote local development based on proper land management and particularly on the protection of biodiversity within Lampi Marine National Park (LMNP) of Myeik Archipelago, through an integrated strategy that combines capacity building of local stakeholders with the improvement of basic services and support to the local economy. Improving the conservation and the sustainable management of natural resources of the Myeik Archipelago through a strategy for the reduction of environmental degradation and improvement of the quality of life of the local population. The project builds on Participatory Land-Use Management and Ecotourism in Lampi Marine National Park (PLUME) implemented by Oikos 2012-2015.

[Istituto Oikos](#) operates in Myanmar with the aim of improving the conservation of natural resources and strengthening the technical skills of local NGOs. Istituto Oikos is developing

educational material and curricula on the environment, provides technical training courses for user groups on forest and marine resources management, community forestry establishment and is setting up nursery and plantation activities in Gwa and Kyeintali township in Southern Rakhine State.

7. Promoting Sustainable Coastal Development and Biodiversity in Myanmar – Lighthouse Foundation

The [Lighthouse Foundation](#) has started a project aiming to promote the sustainable development of coastal areas, highlighting the social and ecological as well as economic pillar of sustainability. The organization will engage with civil society, local and national government, as well as selected companies and investors interested in showcasing sustainable development.

In a [scoping phase](#) the project will summarize available information of coastal biodiversity and highlight key biodiversity areas, as well as knowledge gaps, but also assemble information on existing or planned development projects, providing a vital basis for future planning. It will also raise awareness for the need of sustainability in all aspects of coastal and infrastructure development and seeks for partners and alliances in the local and national government, among NGO and private investors.

8. One Tourist One Tree (Friends of Rainforest Myanmar)

One Tourist One Tree (OTOT) is a fundraising initiative by local NGO [Friends of Rainforest Myanmar](#), in cooperation with a number of local tourism enterprises. Each tourist to Myanmar is encouraged to donate at least one dollar to plant a tree.

9. Inn Chit Thu Community Based Tourism Project (Fauna and Flora International)

[Fauna & Flora International](#) (FFI) added a community tourism project to their existing conservation programs at Indawgyi Lake and Meinmahla Kyun Wildlife Sanctuaries. Their key aims are aiding conservation efforts and improving local livelihoods. The pilot community tourism project was launched at Indawgyi Lake in partnership with the Ministry of Environmental Conservation and Forestry (MOECAF) and the local community. The project in Indawgyi Lake included the provision of four kayaks to a group of local youth as tour operators, and providing training to them on the impacts of tourism.

10. Inle Speaks

[Inle Speaks](#) is a NyaungShwe based community awareness and communication program, including [Facebook](#) page, and a community resource centre to encourage everyone involved with Inle lake, both residents and visitors, to learn about the condition of the lake, to discuss their concerns about the lake and to share solutions and ideas to support the lake. Inle Speaks provides awareness programs at village schools and monasteries, hosts environment “cleanup” days, and provides trash containers around the lake to reduce trash thrown into the lake. Inle Speaks also hosts a library, meeting and education space and crafts showcase. Inle Speaks is a program of the Inle Lake Regional Conductor Team (RCT) and Partnership for Change, a Norwegian Foundation.

11. Kachin State Educational & Environmental Program (PFC)

In partnership with WildCru at Oxford University, Partnership for Change (PFC) started this program to deliver the conservation of forest biodiversity and promote a reliable income and a sustainable lifestyle for local communities. Htamanthi Wildlife Sanctuary has been selected as a local partner for the first phase of the project. The project will study the clouded leopard, a species that is very poorly known and as threatened as the forests in which it lives.

Cultural Heritage

1. UNESCO

[UNESCO](#) primarily with funding from Italy, has been implementing the “[Capacity Building to Safeguard Cultural Heritage in Myanmar](#)” since 2012. International experts from specialist agencies, such as ICCROM and the Leric Foundation, have assisted Myanmar in protecting its important heritage sites, particularly the ancient Pyu settlements which was the first Myanmar site inscribed to UNESCO World Heritage List and the Bagan archaeological landscape, for which a nomination dossier is under preparation. UNESCO is also providing assistance under the framework of the Japanese-funded project “Technical assistance for the conservation of built heritage in Bagan”. UNESCO is also involved in the participatory mapping of Myanmar’s intangible heritage (with Norwegian funding), and is helping to prepare a comprehensive education sector review and assisting the government develop a national TVET strategy.

2. Cities Development Initiative for Asia: Heritage Renovation and Integrated

Infrastructure Development to Catalyse Urban Regeneration in Yangon

[Cities Development Initiative for Asia](#) (CDIA) has funded a project in order to support the Yangon City Development committee (YCDC) and Yangon Heritage Trust (YHT). The project will define for an area based comprehensive heritage – lead regeneration initiative in three pilot areas that details the opportunities and constraints for development of and invest in infrastructure improvements and upgrading/ renovation of individual properties from February to June 2015.

Child Protection

1. Protecting Children from Child Sex Tourism Program (The Code)

This program is initiated by [The Code](#) to provide awareness, tools, and support to the Myanmar tourism industry to prevent sexual exploitation of children. For the duration of two years the Code will conduct a [series of workshops](#) in Yangon, Nay Pyi Taw, Mandalay and Bagan in collaboration with UNICEF Myanmar.

2. Child Protection Project (Myanmar Red Cross and UNICEF)

The [Myanmar Red Cross Society](#) and UNICEF are collaborating to support community level projects to protect children across the country. They are targeting infants to 18-years-old from all forms of abuse, exploitation and violence. This project includes capacity building, training on child rights, advocacy meetings, education and healthcare support, and technical assistance to establish and strengthen community support groups in project villages. Their pilot areas are Dawei, Kyaukpyu, Laputta, Manaung, Nyaung Oo, Pyin Kha Yaing, Sittwe, Thandwe.

3. Prevention of Orphanage Tourism (MTGA/UNICEF)

[UNICEF](#) and the Myanmar Tour Guides Association are cooperating on a programme to raise awareness amongst foreign tourists, through pamphlets distributed through Tour Guides, to discourage tourists from visiting or supporting orphanages, linked to UNICEF's nation-wide programme to prevent family separation.

3. Friends International

[Friends International](#) (FI), based in Phnom Penh, has worked with Myanmar street children by offering alternatives. FI runs successful social enterprises in Cambodia and Laos (restaurants, handicraft shops). Together with UNICEF FI has launched the 'Children are not tourist attractions' campaign, raising awareness on the pitfalls of 'voluntourism' and so-called orphanage tourism, a phenomenon that has become a big problem in Cambodia and may emerge in Myanmar as well. FI has been invited by the Myanmar Government to start operations in Yangon.

Infrastructural Projects

1. JICA Airport Safety and Security Project

[Japan International Cooperation Agency \(JICA\)](#) is supporting the improvement of safety and security equipment of Myanmar's International and major airports (Yangon, Mandalay, Nyaun-U, Heho, Thandwe and Dawei) and enable to handle increase of air traffic by establishing effective air routes.

2. GMS Tourism Infrastructure for Inclusive Growth II (Formerly Pro-Poor Tourism Development along the Southern Economic Corridor)

This [ADB project](#) will help to complete the transformation of the Southern Economic Corridor into a thematic, multi-country tour circuit, and to address the need to develop a model GMS approach for sustainable tourism development in coastal marine areas. The outcome will be increased cross-border tourism receipts benefit people living in underdeveloped segments of the GMS economic corridors. The project is planned from 2017 to 2023.

Institutional Strengthening

1. Institutional Strengthening of Myanmar Tourism Federation (GIZ)

GIZ is supporting Myanmar Tourism Federation in 2014/2015 with an adviser to assist with strengthening the organisation.

2. Myanmar Business Forum (IFC)

The International Finance Corporation (IFC) is providing technical assistance to establish the Myanmar Business Forum (MBF) in partnership with the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI). The Forum, which includes a tourism working group, is intended to promote government-business dialogue.

3. Tourism Transparency

[Tourism Transparency](#) (TT) is an NGO and website that aims to bring transparency to tourism in Myanmar, with a focus on strengthening the capacity of Myanmar tourism

stakeholders, in particular civil society, on responsible tourism. TT researches the various impacts of tourism, and aims to provide constructive recommendations for responsible tourism to GoM, the tourism private sector and civil society. TT developed the Dos and Don'ts for Tourists cartoon booklet that is widely available in the country. Through this publication, TT has worked with over 40 tourism companies in Myanmar so far.

Academic Cooperation

1. La Sapienza University

[Italian Development Cooperation](#) (IDC) will work together with La Sapienza University Italy, National Management College, Yangon and the Ministry of Hotels and Tourism to conduct anthropological research at Ngwesaung and Chaungtha beaches and exchange between teachers and professors from both universities. The project will be implemented from 2014 to 2017.

2. University of Kent

Dr Mark Hampton and Dr Julia Jeyacheya of the [University of Kent Business School](#) undertook a scoping visit funded by the Faculty of Social Sciences Research Fund in November 2014 on Coastal tourism and local impact at Ngapali Beach.