

# Workshop on “Community Involvement in Tourism”

1<sup>st</sup> - 2<sup>nd</sup> December 2015

Nay Pyi Taw, Lake Garden Hotel

Supported by



 myanmar  
TOURISM FEDERATION

## CONCEPT NOTE & TENTATIVE AGENDA

### Introduction

In 2013 the Myanmar Government committed itself to promoting responsible tourism in Tourism Master Plan as well as through numerous policies like the Responsible Tourism Policy (2012) and the Policy on Community Involvement in Tourism - CIT (2013).

The challenge is to implement those planning and policy documents. At present there is a scarcity of capacities, often a missing understanding on how to involve communities in tourism and the lack of guidance for the enactment on local and national levels. A broad multi-stakeholder approach is needed to discuss and address these challenges, in particular those to safeguard communities so they are able to gain an economic as well as social advantage from tourism development.

The increasing number of international visitors to Myanmar and growth of domestic travelers provide income opportunities for local communities especially in rural, and vulnerable areas. The prospect is to develop an increasing number of tourism services, such as local guesthouses and locally organized tourist activities through the involvement of local communities, additional to the already existing planned private and public sector developments. This should provide a higher degree of inclusion and involvement for the local communities.

This tourism development brings not only opportunities but bears also challenges. Other countries in South-East Asia have already experienced this. Therefore, it is important to promote the principles of sustainable and responsible tourism development in local communities. The workshop serves as a knowledge exchange platform for all stakeholders: government, development agencies, local business and civil society.

### Key workshop objectives

- Share views on community projects in tourism with a particular focus on common challenges;
- Current status of B&B Services, (Village) Tour Conductor Training and promotion of SMEs in tourism;
- Identification if there is an interest in establishing a multi-stakeholder network on Tourism and Community Involvement in Myanmar;

**Target participants (approx. 70):**

- Ministry of Hotel and Tourism including Branch offices (e.g. Kayah, Shan, Kayin, Kachin, Mon States)
- Representatives of Myanmar Tourism Federation and its member organizations
- CSOs related to community work and tourism
- Tour Operators especially interested to support CIT initiatives
- NGOs and other donor organizations or consultancies involved in tourism activities
- Development Organizations and Community representatives (max. five persons per project)
  1. Pa-O Project, Shan State (GIZ)
  2. Indawgyi Lake (Fauna & Flora)
  3. Bagan (Action Aid)
  4. Thandaunggyi (HSF, Peace Nexus, MTF)
  5. Irrawaddy Dolphins, Mandalay (WCS)
  6. Kayah State (ITC)

The event will be mainly held in Myanmar language, translation to English will be provided. A report of the event and additional material will be made available for the media and public.

## WORKSHOP PROGRAMME

30<sup>th</sup> November 2015

Transfer to Nay Pyi Taw: Departure by Shuttle Bus from Inya Lake Hotel, Yangon at 12.30 pm

**Day 1 – 1<sup>st</sup> December 2015 : CIT in Myanmar- Developing a Deeper Understanding of CIT Pilot Projects** (MC for the day: Thein Than Htay, MCRB)

8.00 AM	<b>Departure by Shuttle Bus from Max Hotel</b>
8.30 AM	<b>Registration</b>
9.00 AM	<p><b>Opening remarks: “Myanmar’s Journey Towards Responsible Tourism with Focus on Community Involvement in Tourism”</b></p> <ul style="list-style-type: none"> <li>• H.E. U Htay Aung, Minister of Hotel and Tourism</li> <li>• Achim Munz, Resident Representative, Hanns Seidel Foundation (HSF)</li> <li>• Vicky Bowman, Director, Myanmar Centre for Responsible Business (MCRB)</li> </ul>
9.20 AM	<p><b>Session I: Introduction: How the Journey Began: Policy on Community Involvement in Tourism – Where Are We Now?</b></p> <p>Dr. Nicole Haeusler, Senior Advisor, Myanmar Tourism Federation (MTF)</p>
9.40 AM	<b>Group Photo and Coffee Break</b>
10:00 AM	<p><b>Session II: Looking Beyond Borders: Lessons Learnt - Experiences of Community Involvement in Tourism from Thailand and Laos:</b></p> <ul style="list-style-type: none"> <li>• Peter Richards, Community-based Tourism Institute, Chiang Mai/Thailand</li> <li>• Lee Sheridan, General Manager of Journeys Adventure Travel, formerly IFC and SNV Consultant</li> </ul>
10.20 AM	<b>Q&amp;A</b>
10.30 AM	<p><b>Section III Part A: Pilot Projects on Community Involvement in Tourism - Case Studies; Moderator: Achim Munz, HSF</b></p> <ul style="list-style-type: none"> <li>• Thandaung-gyi (HSF, Peace Nexus, MTF)</li> <li>• Pa-O Project, Shan State (GIZ)</li> <li>• Bagan (Action Aid)</li> </ul>
12.00 PM	<b>Lunch Break</b>
13.00 PM	<p><b>Section III Part B: Pilot Projects on Community Involvement in Tourism - Case Studies; Moderator: Dr. Nicole Haeusler, MTF</b></p>

	<ul style="list-style-type: none"> <li>• Indawgyi Lake (Fauna &amp; Flora International)</li> <li>• Irrawaddy Dolphins, Mandalay (WCS)</li> <li>• Kayah State (ITC)</li> </ul>
14.15 PM	<p><b>Section IV: Comparison of Presented Pilot Projects; Identification of Common Challenges and Pitfalls</b></p> <p>Peggy Weidemann, Master Student in Tourism/Germany and Intern of MTF;</p>
14.35 PM	<b>Q&amp;A</b>
14.45 PM	<p><b>Projects in the Pipeline – an opportunity for participants to share ideas and plans!</b> Moderator: Dr. Nicole Haeusler, MTF</p>
15.00 PM	<p><b>Section V: Identifying Priorities</b></p> <p>What are the most important factors for successful CIT projects? (Poll) by Vicky Bowman, MCRB</p>
15.20 PM	<b>Coffee Break</b>
15.35 PM	<p><b>Group Discussion</b></p> <p>Topics defined in the morning and early afternoon sessions</p>
16.45 PM	<b>Presentation of Outcomes of the Group Discussion</b> by groups' facilitators
17.45 PM	<b>Wrap up and Outlook</b> by Achim Munz, HSF (Evaluation forms Day 1)
18.30 PM	<b>Dinner: Buffet at local restaurant</b>
19.30 PM	<b>Transfer I to Max Hotel</b>
20.15 PM	<b>Transfer II to Max Hotel</b>

**Day 2 – 2<sup>nd</sup> December 2015: CIT in Myanmar – Focusing on the Promotion of Small Entrepreneurs, Bed and Breakfast and (Village) Tour Conductor Trainings** (MC for the day: Thein Than Htay, MCRB)

8.00 AM	<b>Check out at Max Hotel and Transfer to Lake Garden Hotel</b>
8.15 AM	<b>Registration</b>
8.30 AM	<b>Introduction</b> by Vicky Bowman, MCRB
8.45 AM	<p><b>Session VI: Promotion of Small Enterprises in Tourism – What Has Been Achieved so Far? What Are the Next Steps?</b> followed by Q&amp;A</p> <ul style="list-style-type: none"> <li>• Thuta Aung, BIF/ Hamsa Hub</li> <li>• Greg Klemm, CBI Tourism Expert</li> </ul>
9.25 AM	<b>Coffee Break</b>
9.40 AM	<p><b>Session VII: Bed &amp; Breakfast</b></p> <ul style="list-style-type: none"> <li>• Presentation of Draft Outline: “Learners Guide - <i>“An Introduction to B&amp;B / Guesthouse Operations and Management”</i> by Marlo Perry, Responsible Tourism Officer, MTF</li> <li>• Current status of B&amp;B licences; Dr. Nicole Häusler, MTF</li> </ul>
10.00 AM	<p><b>Session VIII: Current Status Quo on “(Village) Tour Conductor Training and Curriculum”</b></p> <ul style="list-style-type: none"> <li>• Thuta Aung, Hamsa Hub</li> <li>• Sai Win, MTGA of Southern Shan State</li> </ul>
10.20 AM	<p><b>Session IX A. World Café style Discussion</b> (coffee will be served during this session):</p> <p>Group 1 ENG &amp; MYN: B&amp;B Manual &amp; Licencing procedures  Group 2 ENG &amp; MYN: Village Tour conductor Training  Group 3 ENG &amp; MYN: Marketing Access for CIT approaches</p> <p>Please join working group different than in session B.</p>
11:10 AM	<p><b>Session IX B. World Café Discussion</b> (coffee will be served during this session):</p> <p>Group 1 ENG &amp; MYN: B&amp;B Manual &amp; Licencing procedures  Group 2 ENG &amp; MYN: Village Tour Conductor Training  Group 3 ENG &amp; MYN: Marketing Access for CIT approaches</p> <p>Please join working group different than in session A.</p>
12:00 PM	<b>Lunch</b>
13.00 PM	<b>Session X: Presentation of Outcomes from World Café Discussions</b>
13.45 PM	<b>Session XI: Discussion: What’s next?</b>
14.15 PM	<b>Wrap Up &amp; Farewell</b> by Achim Munz, HSF (Evaluation forms Day 2 and USB)
14.30 PM	<b>Departure by Bus to Yangon</b> (or to Thandaung-gyi for interested participants)

**NOTES:**

**Evaluation Forms:** Please make sure to turn in your evaluation forms at the end of each day

**Reimbursements for travels:** For those of you who need to be reimbursed for travel arrangements please contact Ma Kathy (kathy@hss.de) at the registration table outside of conference room

**USB sticks:** Please make sure to pick-up your USB stick and leave your business card on Day 2

**Poll exercise:** We will have 2 rounds of voting exercise. Every other person will receive voting remote to place a vote; after announcement of first round please switch/pass remote to person sitting next to you. That way we can allow each participant to place a vote as we have only 50 devices.

**One World Café style discussion:** there will be 6 working groups. 3 themes and 2 languages for English speaking and Myanmar speaking participant. During this session (A) you will need to select 1 of 3 subjects proposed to work on and in Session B you will join session on different subject you might also be interested to focus on. Each working group will be joined by facilitator whose task is to ensure that everybody's voice is heard and concern addresses. Facilitator than will be presenting findings to all participants of the conference.