

**Multi-Stakeholder Workshop**  
**on**  
**“Approaches to Responsible Tourism**  
**and Human Rights in Myanmar”**

**30<sup>th</sup> September – 2<sup>nd</sup> October, 2015**

**Lake Garden Hotel, Nay Pyi Taw**

## CONCEPT NOTE & AGENDA

The Myanmar Government made a commitment to promote responsible tourism. This is reflected in the 2013 Tourism Master Plan, as well as in the Responsible Tourism Policy (2012) and the Policy on Community Involvement in Tourism (2013).

Turning these policy commitments into reality is now the challenge. This means dealing with the inevitable tensions that arise from competing interests and priorities, as well as with the lack of capacity and understanding of what 'responsible tourism' entails at a local level.

The February 2015 Sector-Wide Impact Assessment (SWIA) on Tourism conducted by Myanmar Centre for Responsible Business (MCRB) involved field research across various tourism destinations, including Bagan, Inle, Mandalay, Ngwesaung/Chaungtha, Kyauktiyo/Mawlamyaing and Yangon. The final report highlighted challenges of rapid growth in tourism from a rights-based perspective. These relate to land, labour, community engagement, and impacts on children and other vulnerable groups. The SWIA offered recommendations to various stakeholder groups.

### **Tourism, land, culture and communities**

This workshop is an opportunity for these stakeholders – government, business and civil society - to discuss the findings of the SWIA and to focus on the particular issues relating to tourism's positive and negative impacts on **communities**, including impacts related to **land** and choices around tourism infrastructure including **zoning of hotels**.

Workshop participants have the chance to share their different perspectives on how tourism is affecting communities in Bagan, Mandalay and Inle areas. These areas have been chosen because Activity 3.3.1 of the Tourism Master Plan on 'Improving Zoning in Tourism Destinations' proposes a *'Review [in 2014-2015] of the status of hotel zone development (e.g. Mandalay, Bagan and Inle); review progress and issues with hotel zone development within the context of Myanmar's responsible tourism policy; develop a planning framework that harmonises hotel zone planning with national objectives to protect natural and cultural heritage and promote the well-being of local residents'*.

The Master Plan's identified outcome is a *'Zonal planning approach developed and applied at all destinations experiencing high visitor growth'*.

The workshop intends to initiate the discussion foreseen in the Master Plan. It provides an opportunity to learn how other countries have approached 'zonal planning' in tourism; and to discuss how Myanmar can address protection of tangible and intangible cultural heritage in tourism destinations.

The establishment of a more regular roundtable for discussion on tourism and human rights similar to the German one (see Annex) should also be discussed during the workshop.

A summary note of the event will be made available to the media and public.

**The Event will be mainly held in Myanmar Language. Translation to English will be provided.**

The Workshop will follow-on from the World Tourism Day celebration held by MoHT in Naypyidaw on the morning of 30<sup>th</sup> September 2015.

### **Key workshop objectives**

- Share views on priority human rights issues related to responsible tourism in Myanmar, with a particular focus on communities and land
- Initiate the 'Review of the status of hotel zone development' envisaged in the Tourism Master Plan, drawing on lessons from the current World Heritage process in Bagan
- Discuss whether there is interest in establishing a multi-stakeholder Roundtable on Tourism and Human Rights in Myanmar and main priorities for discussion

### **Target participants (approx. 100):**

- Ministry of Hotel and Tourism, Culture, Environmental Conservation and Forestry, and Home Affairs, and their regional branches
- Representatives of Myanmar Tourism Federation and its member organizations
- Community representatives and CSOs
- UNESCO, ICOMOS, ILO, UNICEF, NGOs and other donor organizations or consultancies involved in tourism activities

## Tuesday, 29<sup>th</sup> September: Arrival Date

12:30 PM	<b>Meeting at the parking lot of Inya Lake Hotel, Yangon</b>
1:00 PM	<b>Departure to Nay Pyi Taw</b>
7:00 PM	<b>Dinner at Max Hotel</b>

## Wednesday, 30<sup>th</sup> September: World Tourism Day (Organised and hosted by MoHT at MICC)

8:00 AM	Pick up from Max Hotel
8:15 AM	Pick up from Lake Garden Hotel to Myanmar International Convention Centre II
8:30 AM	Registration Commemorative Ceremony - <b>World Tourism Day 2015 Celebration</b> At the Myanmar International Convention Centre II (MICC-2)
9:00 AM	<b>Keynote</b> by H.E. U Nyan Tun, Vice President of the Republic of the Union of Myanmar
9:10 AM	<b>Message of Mr. Ban Ki - Moon</b> , UN Secretary General read by an UN Resident Representative
9:20 AM	<b>Video Message of Dr. Taleb Rifai</b> , Secretary General of the United Nations World Tourism Organization (UNWTO)
9:30 AM	<b>Awards to the winners of the Photo Contest AND Essay Competition</b>
9:55 AM	<b>Awarding the Price for Best Performance among Hotels (FDI/Local) and Best Performance Awards among Tour Companies (JV/Local)</b>
10:05 AM	<b>Photo Session</b>
10:15 AM	<b>Exhibition</b> of the award-winning Pictures of the Photo Contest and Essays of the University Level Essay Competition
10:30 AM	<b>Refreshment</b>
11:00 AM	End of the commemorative Ceremony

## WORKSHOP PROGRAMME

**Wednesday, 30<sup>th</sup> September, Day 1: Responsible Tourism and Human Rights in Myanmar**

11:15 AM	Bus I - Transport to Lake Garden Hotel (Workshop Venue) from MICC II
11:30 AM	Bus II – Transport to Lake Garden Hotel from Max Hotel
12:00 AM	Light Lunch at Lake Garden Hotel
1:00 PM	<b>Registration</b>
1:30 PM	<p><b>Opening remarks: “ Myanmar’s journey to responsible tourism, with a focus on human rights”</b></p> <ul style="list-style-type: none"> <li>• H.E U Htay Aung, Union Minister, Ministry of Hotels and Tourism</li> <li>• Dr. Aung Myat Kyaw, Vice Chairman, Myanmar Tourism Federation</li> <li>• Achim Munz, Resident Representative, Hanns Seidel Foundation</li> </ul>
2:00 PM	<p><b>Introduction: Meaning of Human Rights in the Tourism Sector</b></p> <ul style="list-style-type: none"> <li>• Keynote by Dr. Nicole Haeusler, Senior Advisor, Myanmar Tourism Federation</li> </ul>
2:30 PM	<b>Group Picture</b> and Coffee Break
3:00 PM	<p><b>Main findings from Myanmar Centre for Responsible Business (MCRB), Sector-Wide Impact Assessment on Tourism</b></p> <ul style="list-style-type: none"> <li>• Thi Thi Thein, MCRB</li> </ul> <p>Q &amp; A</p>
3:20 PM	<p><b>The ‘Roundtable: Tourism on Human Rights’ (Europe) – how it began</b></p> <ul style="list-style-type: none"> <li>• Matthias Leisinger, Kuoni Group, Switzerland via Skype</li> </ul> <p>Q &amp; A</p>
3:45 PM	<p><b>Identification of the priority human rights and tourism issues in Myanmar</b></p> <p>Group discussion</p> <p>Facilitators - Vicky Bowman, Director, MCRB</p>
5:00 PM	Wrap up by Vicky Bowman, Director, MCRB and collection of Feedback forms(Day 1)
6:00 PM	<b>Welcome Buffet at Lake Garden Hotel</b>
7:30 PM	Bus I to Max Hotel
8:15 PM	Bus II to Max Hotel

**Thursday, 1<sup>st</sup> October, Day 2: Tourism, Land, Communities and Culture**

8:10 AM	Transport to Lake Garden Hotel from Max Hotel
8:30 AM	<b>Registration</b>
9:00 AM	<b>Welcome &amp; Recap of Day 1</b> by Achim Munz, Hanns Seidel Foundation
9:15 AM	<p><b>Tourism and land: relevant national policy frameworks</b></p> <ul style="list-style-type: none"> <li>• Vicky Bowman, Director, MCRB</li> </ul> <p>drawing on recommendations in the Myanmar Tourism Master Plan (MTMP) on Hotel Zones and Zonal Planning, Land Use; as well as the Responsible Tourism Policy (RTP) and the Policy on Community Involvement in Tourism (CIT);</p> <p><b>Developments in the National Land Use Policy, and implications for tourism development</b></p> <ul style="list-style-type: none"> <li>• Nyein Zarni Naing , Land Core Group</li> </ul> <p>Q &amp; A</p>
10:15 AM	Coffee Break
10:30 AM	<p><b>Tourism development and land use in Myanmar – Challenges and opportunities</b></p> <ul style="list-style-type: none"> <li>• Presentation by Dr. Andrea Valentin, Tourism Transparency</li> </ul> <p><b>Hotel Zones in Myanmar – An update from Mandalay and Inle</b></p> <ul style="list-style-type: none"> <li>• Presentation by Wai Phyo Myint, MCRB</li> </ul> <p>Group Discussion</p>
12:00 PM	<b>Lunch Buffet (Lake Garden)</b>
1:00 PM	<p><b>Emerging destinations and community-driven approaches – ongoing activities</b></p> <ul style="list-style-type: none"> <li>• Panel Discussion facilitated by Thi Thi Thein, MCRB</li> </ul> <p><b>Community participation in tourism planning : Thandaunggyi, Kayin State</b></p> <ul style="list-style-type: none"> <li>• Philip Po, Thandaunggyi Tourism Development Working Group &amp; Peace Nexus</li> </ul> <p><b>Human rights and tourism development in Kayah State: cultures and communities</b></p> <ul style="list-style-type: none"> <li>• Potjana Suansri and Pascal Khoo Thwe, Cultural Tourism Consultants, International Trade Centre (ITC)</li> </ul> <p><b>Communities, tourism and cultural protection: Myanmar’s first World Heritage site: The Pyu Cities including Sri Ksetra</b></p> <ul style="list-style-type: none"> <li>• U Win Kyaing, Principle, Field School of Archaeology, Ministry of Culture</li> </ul>

	<ul style="list-style-type: none"> <li>Nyein Chan, Co-founder, SST Travel and Tour</li> </ul> <p>Q&amp;A</p>
2:30PM	<p><b>Heritage Management, Planning and Tourism: Experiences from Sukhothai (Thailand) and Wat Pou (Laos)</b></p> <ul style="list-style-type: none"> <li>Professor Dr. Walter Jamieson FCIP, Director, Service Innovation Programme, College of Innovation, Thammasat University, Thailand</li> </ul> <p>Q&amp;A</p>
3:15 PM	<p><b>Coffee and Tea to be served.</b></p> <p><b>Identifying priorities – Where, Who, and What Next?</b></p> <p>Facilitators - Vicky Bowman, Director, MCRB</p> <ul style="list-style-type: none"> <li>4-5 Breakout groups each take one of the human/rights and tourism issues impacts identified as priorities in Day 1: <ul style="list-style-type: none"> <li>Where are the issues and impacts most acute?</li> <li>Who are the main stakeholders who need to be involved?</li> <li>What needs doing to address the issues and negative impacts?</li> </ul> </li> </ul>
4:30 PM	<p><b>Presentation of results – Defining potential next steps and responsibilities</b></p> <ul style="list-style-type: none"> <li>Facilitator: Thi Thi Thein, MCRB</li> </ul>
5:15 PM	<p><b>Wrap Up of Day 2</b> (Dr. Nicole Haeusler, MTF) and collection of Feedback forms(Day 2)</p>
5:45 PM	<p>Bus To Max Hotel</p>
6:30 PM	<p>Bus from Lake Garden Hotel</p>
6:45 PM	<p>Bus from Max Hotel</p>
7:00 PM	<p>Dinner at Tai Kitchen Restaurant</p>
8:30 PM	<p>Transfer back to Max Hotel</p>

**Friday, 2<sup>nd</sup> October, Day 3: Cultural Heritage, Communities and Tourism – the case of Bagan**

8:00 AM	Check out at Max Hotel
8:30 AM	Bus to Lake Garden Hotel
8:45 AM	Registration at Lake Garden Hotel
9:00 AM	<b>Welcome &amp; Recap of Day 2</b> (Achim Munz, Hanns Seidel Foundation)
9:10 AM	<p><b>Balancing tourism, communities, culture and the environment: the case of Bagan</b></p> <ul style="list-style-type: none"> <li>• <b>Bagan as a cultural heritage site: The World Heritage Listing process – progress to date and future steps, economic and social community and tourism destination.</b> <ul style="list-style-type: none"> <li>- U Thein Lwin, Deputy Director General, Department of Archaeology and National Museum, Ministry of Culture</li> <li>- Presentation by Bagan Tour Operators Association (or Hoteliers Association) (tbc)</li> <li>- Bagan Lovers Association (tbc)</li> <li>- Khin Omar Win, Co-Founder/Owner, Eastern Safaris - Balloons over Bagan</li> <li>- Thein Sann, Operation Manager, NAGATA</li> <li>- Shihab Uddin Ahmad, Country Director, ActionAid, Myanmar</li> </ul> </li> </ul>
10:30 AM	<b>Coffee Break</b>
10:45 AM	<p><b>Group discussion: Bagan and the balancing of interests</b></p> <p>Facilitation/Chair: Vicky Bowman, MCRB</p> <p>An opportunity for all attendees to share experiences and initiatives put questions and make suggestions. Possible topics for discussion:</p> <ul style="list-style-type: none"> <li>• How is the destination being planned, zoned and managed, and how is this communication and consulted on?</li> <li>• What are the responsibilities of Ministries and local governments?</li> <li>• How is the demand for accommodation being managed?</li> <li>• What threats does tourism development pose to cultural heritage and livelihoods; what opportunities does it present?</li> <li>• What are the human rights impacts of tourism in Bagan? What protection is needed? What collective action is possible?</li> </ul>

	<ul style="list-style-type: none"><li>• What lessons can be learned for other tourism destinations in Myanmar?</li></ul>
11:45 PM	<b>Conclusions and Next steps</b> <ul style="list-style-type: none"><li>• Facilitated by Vicky Bowman, MCRB and collection of Feedback forms (Day 3)</li></ul>
12:00 PM	<b>Press Conference (Lake Garden Hotel)</b>
12:30 PM	<b>Lunch at Lake Garden Hotel</b>
13:15 PM	<b>Departure from Lake Garden Hotel to Yangon</b>