

***14<sup>th</sup> UNWTO ASIA-Pacific Executive Training Programme on Tourism  
Policy and Strategy  
Tourism and Rural Development***

***Session 2: Product Development and Commercialization of tourism  
experiences in rural areas in Myanmar***

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## Myanmar Overview



☘ Hot, Rain & Cold  
seasons

☘ Population: 51.46  
million

☘ Density: 76/ sq km

☘ Religion: Buddhism

☘ Capital: Naypyidaw

☘ Situates in Indochina  
peninsula

☘ Second largest country  
in ASEAN

☘ Border with five  
countries, Bay of Bengal  
& Andaman Sea

☘ Easily access by Air, Sea  
and Land

# International Visitor Arrivals

Name of Entry Points	2016 (Jan-Dec)	2017 (Jan-Dec)	2018 (Jan-Dec)	2019 (Jan-Dec)
Yangon	1,080,144	1,146,069	1,149,377	1,332,695
Mandalay	128,387	157,860	169,852	446,488
Other Entry Points (Mawlamyine/ Myeik/ Muse/ Tachileik/ Myawaddy/ Tamue/ Hteekhee/ Kawthaung)	47,841	41,942	62,627	129,371
Nay Pyi Taw	16,224	17,077	16,242	21,871
Subtotal	1,272,596	1,362,948	1,398,098	1,930,425
Border Tourism	1,634,611	2,080,185	2,153,330	2,433,676
<b>TOTAL</b>	<b>2,907,207</b>	<b>3,443,133</b>	<b>3,551,428</b>	<b>4,364,101%</b>

## Tourism Challenges

- ❖ Limited skilled labors for services.
- ❖ Lack of tourism awareness on tourism benefits
- ❖ Lack of regional planning.
- ❖ Limited monitoring of product quality
- ❖ Issues especially related to conflict, land rights and construction
- ❖ Need of more coordination between and among the public, private and local community.
- ❖ Need of more effective and comprehensive data collection, analysis, and interpreted dissemination of results
- ❖ Destination management issues especially related to environmental management, quality, maintaining cultural heritage etc.
- ❖ Exploring the potential tourism products for the international visitor
- ❖ Advertising the Myanmar Tourism products through the relevant digital channels
- ❖ Environmental impacts to be managed (need for training)
- ❖ Promoting the existing tourism products by using the digital marketing

## Tourism Policies in Myanmar

**Responsible  
Tourism  
Policy**

• 2012

**Policy on  
Community  
Involvement  
in Tourism**

• 2013

**Master  
Tourism  
Master  
Plan**

(2013-  
2020)

**Myanmar  
Ecotourism  
Policy and  
Managem  
nt Strategy**

• 2015-  
2025

**Myanmar  
Tourism  
Law  
(2018)**

**Myanmar  
Tourism  
Master  
Plan (2021-  
2025)**

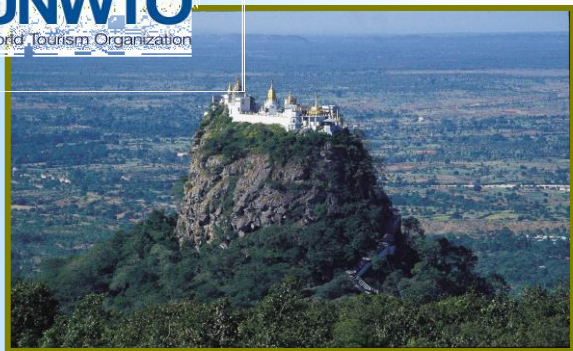
**Myanmar  
Tourism  
Strategic  
Recovery  
Roadmap  
(2021-  
2025)**

## Tourism Policies in Myanmar

In 2016, the Ministry of Hotels and Tourism laid down the following six policies;

- ❖ To be the most important contributor to the national economy.
- ❖ To preserve and conserve natural environment, traditional heritage and custom of the local people in order to sustain the development of tourism industry in Myanmar.
- ❖ To develop socio-economy of the people and private sector by means of tourism development.
- ❖ To implement the regional and international contracts for the good of the national interest.
- ❖ To contribute to the peace process by developing tourism sector.
- ❖ To develop sustainable and inclusive tourism.

# Eco Tourism in Myanmar





**Watlat, Sagaing Region**



**Kan Pet Let, Chin State**



**Ayarwaddy Dolphin, Mandalay Region**



**Than Taung Gyi, Kayin State**



**Singu, Mandalay Region**



**San Hlan, Taninthayi Region**



**Chauk, Magway Region**



**Twantay, Yangon Region**



**Inndawgyi, Kachin State**

# CBT in Inn Yang Village ,Myaing Township ,Magway Region





# CBT in Kayah State, Myanmar



## Benefits , Lesson Learned and Recommendation

### Benefits

- ❖ Job Opportunities
- ❖ More income from tourism for the local people
- ❖ New skills (eg. Language, planning, communication, accounting, management)
- ❖ Strengthened community able to represent needs more effectively
- ❖ SMEs development
- ❖ Tourism Infrastructure Development
- ❖ Developing professional skills
- ❖ Knowledge sharing for environmental

### Lesson Learned

- ❖ Developing tourism in partnership with local communities requires sufficient time, and step by step process, respect and flexibility.
- ❖ Supply chain approach works well-from people to product to market.
- ❖ More invite the tour operators to meet, visit communities, share ideas, earn trust, from relationships
- ❖ Work hard to create stakeholder partnerships and linkages at the

### Recommendation

- ❖ At community level, a strong site selection process.
- ❖ Supply chain approach, proactive to facilitate partnerships
- ❖ Need a strong focus on destination management
- ❖ Enough time allocated to build trust between stakeholder and local people
- ❖ Community development skills, tool and experiences
- ❖ Identify motivated local



*Thank you*

ကျောက်ကံ  
*Be enchanted*