14th 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

- Situates in Indochina peninsula
- Second largest country in ASEAN
- Border with five countries, Bay of Bengal & Adman Sea
- Easily assess by Air, Sea and Land

- Hot, Rain & Cold seasons
- Population: 51.46 million
- Density: 76/ sq km
- Religion: Buddhism
- Capital: Naypyidaw
## International Visitor Arrivals

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

Note: Border Tourism percentage: 23%
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
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
Community-Based 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 Shan State, Myanmar
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 conservation

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 community level.

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 people
Thank you