

2nd National Conference on Communities and Tourism

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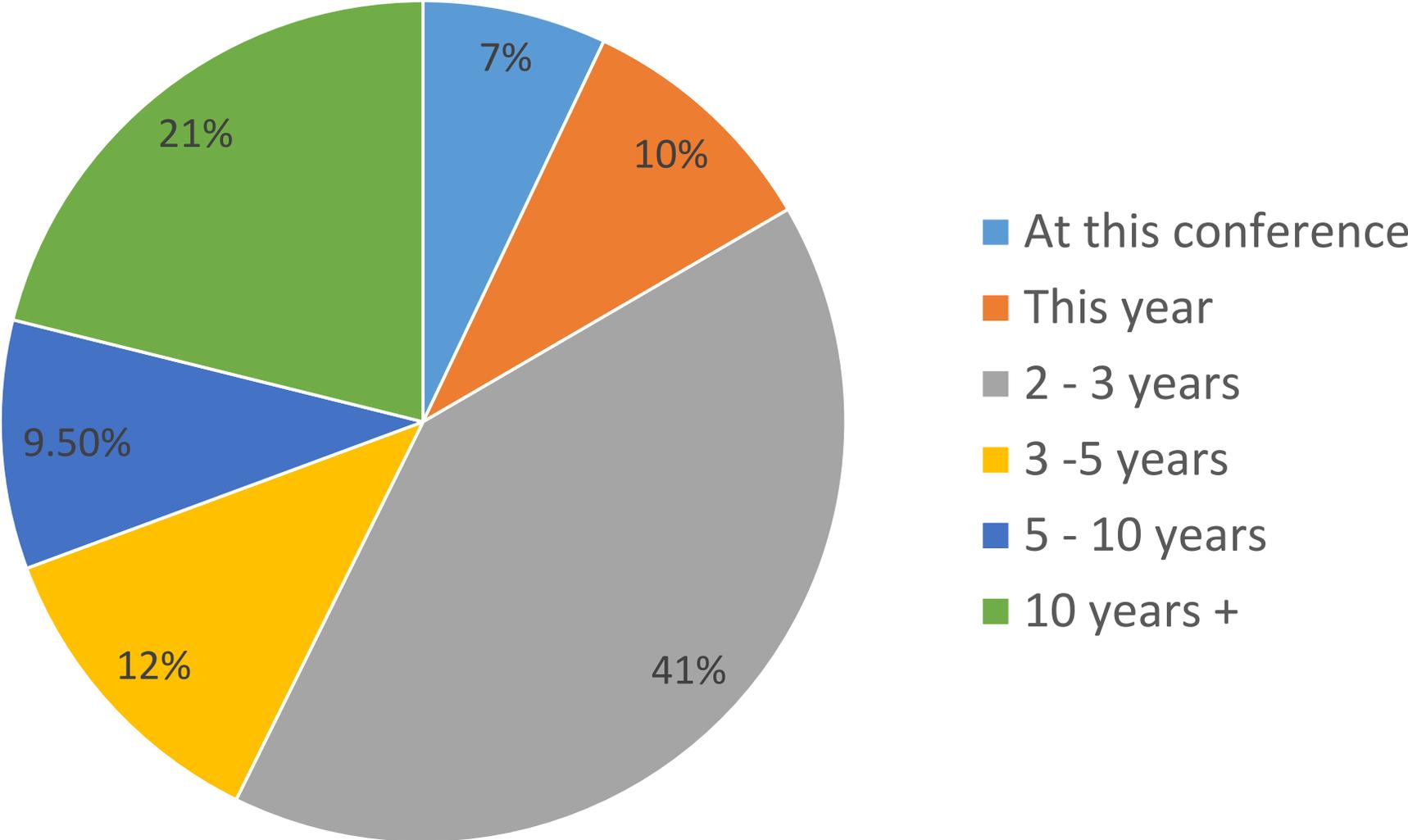
Results from polling, and comparison with 2015

13th & 14th June, 2017

Horizon Lake View Hotel,
Naypyidaw



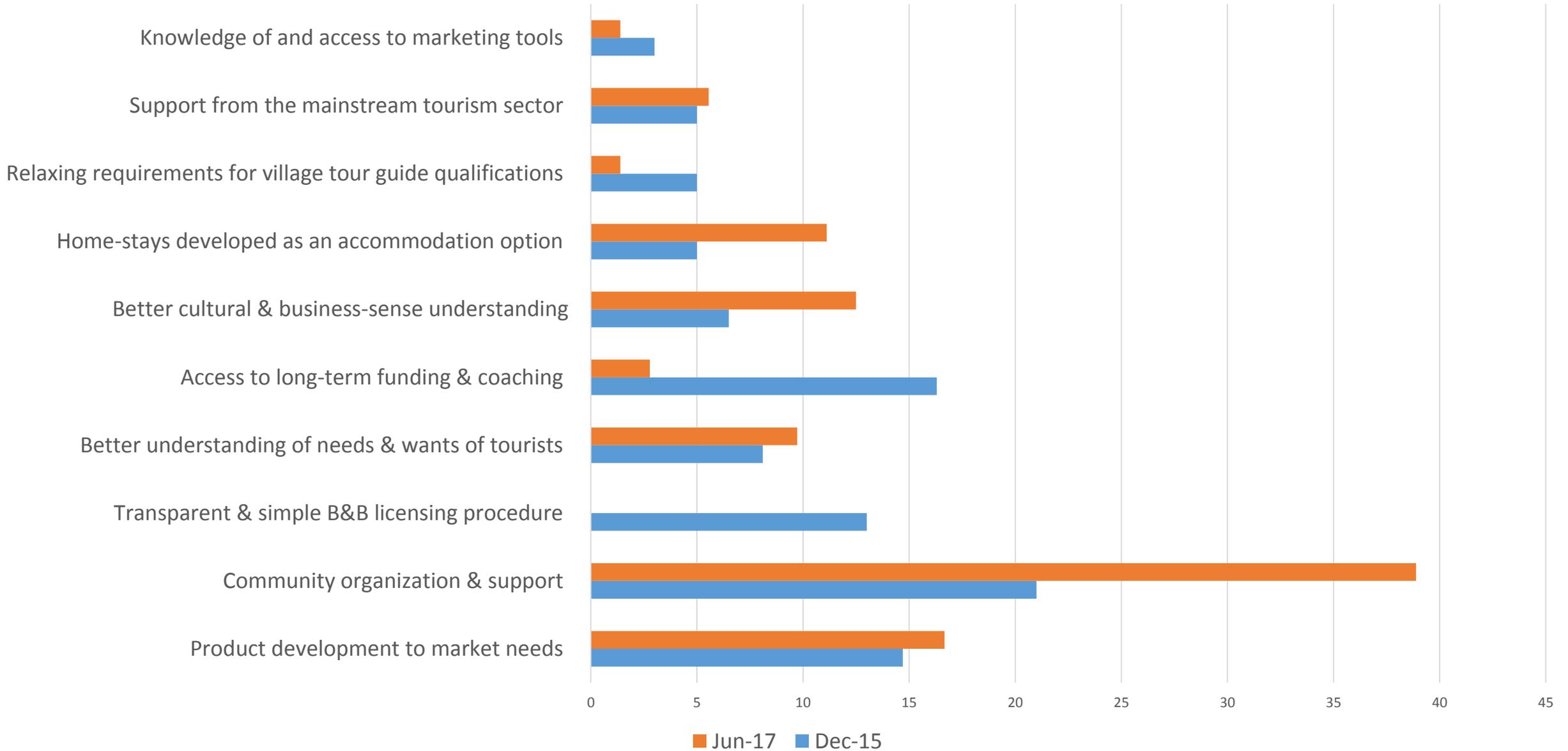
How many years have you been aware of / known about Community Based Tourism (CBT) ?



What is the most important factor for successful tourism in communities?

- Tourism product development according to the market needs
- Community organization and management support
- Transparent and simple B&B licensing procedure
- Better understanding of the needs and wants of tourists
- Access to long-term funding & coaching
- Better cultural & business-sense understanding across stakeholders
- Home-stays developed as an accommodation option
- Relaxing requirements for village tour guide qualifications
- Support from the mainstream tourism sector
- Knowledge of and access to marketing tools

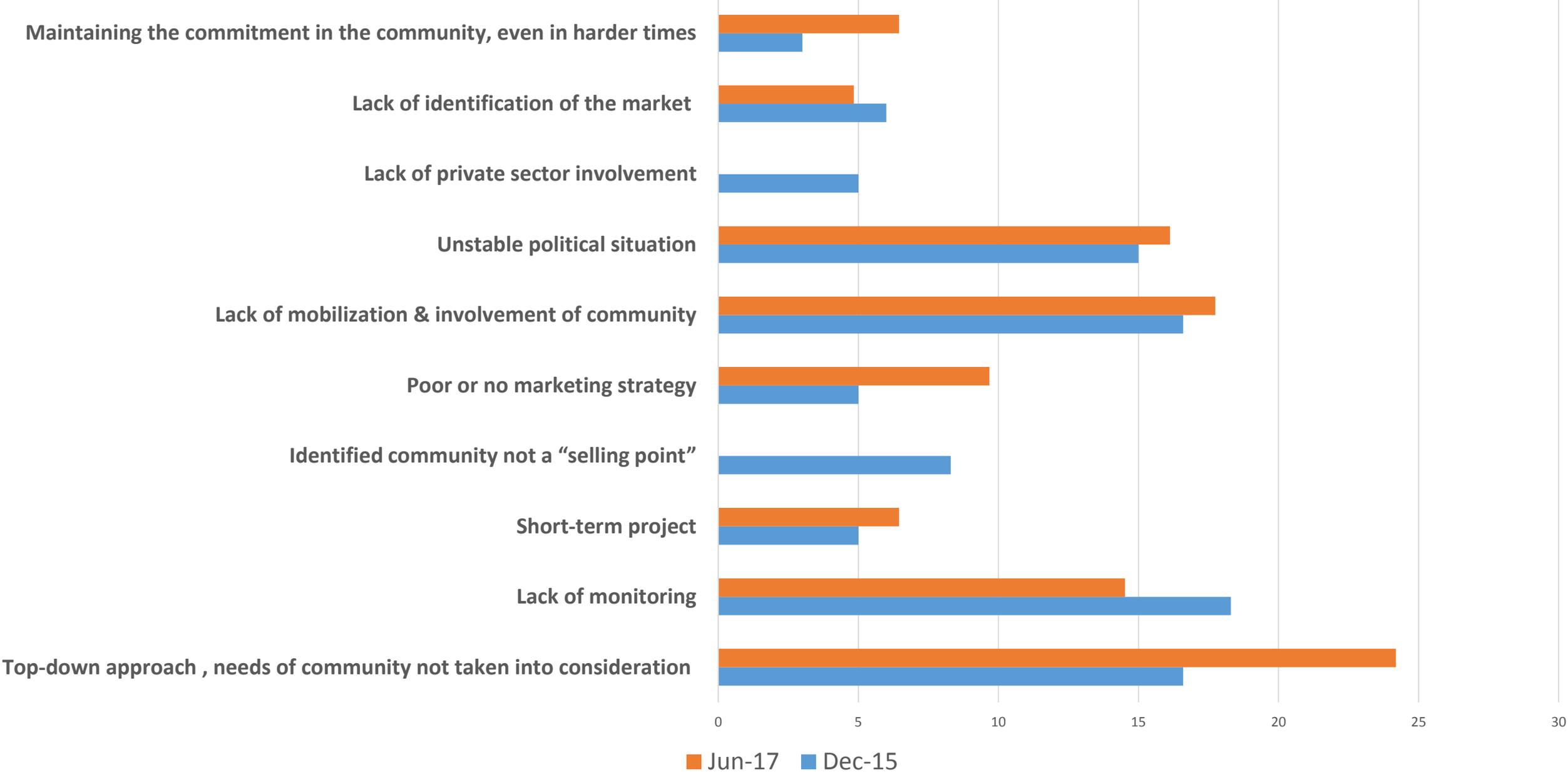
The most important factor for SUCCESSFUL tourism in communities



What is the most important factor for the failure of a community tourism project?

1. Top-down approach by development partner and/or private sector partner. The needs and ideas of the community are not taken into consideration
2. Lack of monitoring and therefore absence of internal reflection in the community (what works well, what does not)
3. Short-term project over a period of a few weeks or months only
4. Identified community is actually not a “selling point” (no real cultural attraction, difficult to reach)
5. Poor or no marketing strategy
6. Lack of mobilization & involvement of community
7. Unstable political situation
8. Lack of private sector involvement
9. Lack of identification of the market – who are my target groups?
10. Maintaining the commitment in the community, even in “harder times” (lack of expected tourists)

The most important factor for the FAILURE of a community tourism project



In your opinion what is the potential of CBT (community based tourism) in Myanmar. Scale of 1 – 6

1. There is no potential of CBT in Myanmar. This type of tourism will never succeed
2. There is a small amount of potential of CBT in Myanmar. It might be successful but only in a limited number of destinations
3. There is some potential of CBT in Myanmar. It will be successful but only in a few destinations
4. There is potential of CBT in Myanmar. It can be successfully developed in many locations in Myanmar
5. There is a lot of potential in CBT, it should be developed in most tourist destinations in Myanmar
6. CBT is the only type of tourism development that should be considered for Myanmar. No other forms of tourism should be considered.

What is the potential for CBT in Myanmar?

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No potential of CBT in Myanmar. This type of tourism will never succeed

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In the next 1 – 4 years from where is the main TARGET MARKET for community based tourism in Myanmar? (1)

1. Domestic Tourists
2. Myanmar's neighbours – tourists from the ASEAN region
3. Other International Tourists – Europe, Americas...
4. Everywhere, everyone is interested in CBT

In the next 1 – 4 years from where is the main TARGET MARKET for community based tourism in Myanmar?

