

A person wearing a light-colored shirt and a cap is standing in a field of vibrant red flowers, possibly a papaya field. They are holding a large, round, woven basket and appear to be sorting or tending to the flowers. The background is filled with tall, slender palm trees under a clear sky. The overall scene is bright and sunny.

**act:onaid**

# **Community –Led Tourism Initiative in Dryzone ActionAid Myanmar**

**Presented by Country Director Shihab Uddin Ahmad and Communities Members  
Community Involvement in Tourism Workshop-NPT**

8/18/17

# Who Are We?

- An International NGO .
- Working with over 15 million people in 45 Countries.
- A world free from poverty and injustice.

## ActionAid in Myanmar since 2006

- Reaching **1200** communities in **13** States and Regions.
- Partnership with **17** local and international organisations.
- Registered as INGO under Ministry of Home Affaris

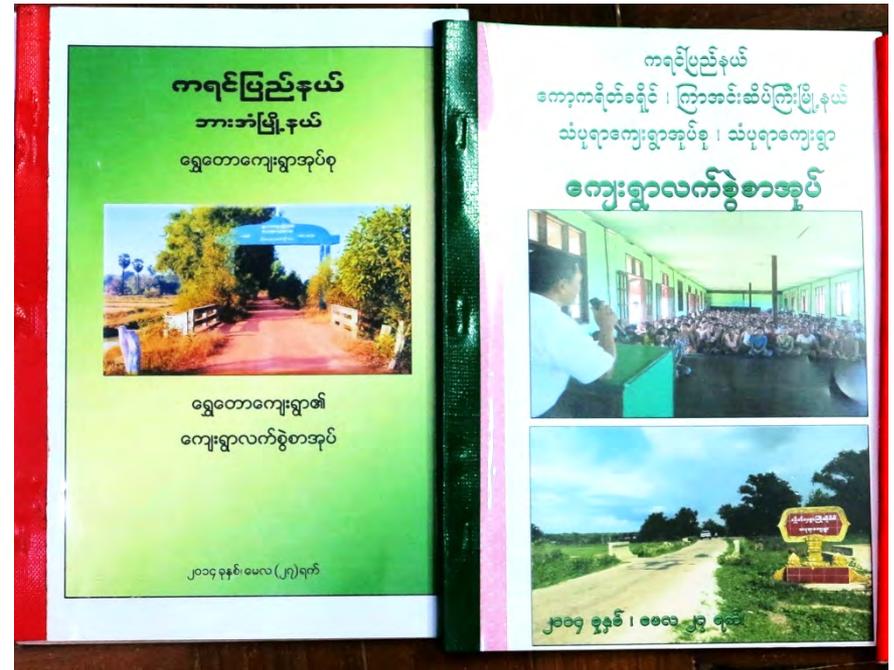
## How Was Community Based Tourism Started?



- ActionAid's work in dryzone since 2010
- **Sustainable Livelihood**  
**Women's Right**  
**Climate Change**  
**Education**  
**Governance**
- CBT came from Village Book process as part of community development plan.



## Engagement with Community



## Community-led development (Village Book)



လူထုဆဲးမြေ့ လူမှု စီးပွား ကန့်သတ်၊ စားဝတ်ဆီအခက် နှင့် အလုပ်အကိုင်အခွင့်အလမ်းတိုးပွားစေရေးစီမံချက် (၂၀၁၀ - ၂၀၁၃)  
 မကွေးတိုင်း၊ ခြင်္သေ့မြို့နယ်၊ ကိုင်းတောမတူပုံ၊ ကန်နက်ကျေးရွာ၏ ရာသီခွင်ပြဿနာပုံ  
 ၁၃၇၂-ခု၊ တပေါင်းလဆန်း (၅)ရက်၊ 9.3.2011 (ပုဒ္ဒဟူး)

အခြေခံအချက်	တန်ဖိုး	ကမ္ဘာဦး	နယုန်	မိမိ	မိမိ	မတော်သလင်း	သီတင်းကျွတ်	တန်ဆောင်ပုန်း	နတ်တော်	ပြာသို	တပို့ဆွဲ	တပေါင်း
စိုက်ပျိုးရေး												
သီးနှံချက်ပိုး												
ထန်းတက်												
ရာသီဥတု												
သဘာဝအန္တရာယ်												
လက်လုပ်လက်စား												
ကျန်းမာရေး												
ပညာရေး												
ပြေတော်												
ခရစ်ယာန်												
တောင်လူပင်မရွေ												
တောင်သူရွက်မရွေ												
ထန်းသစ်ပင်မရွေ												
ထန်းသစ်ပင်ရွက်မရွေ												
လက်လုပ်လက်စားမရွေ												
လက်လုပ်လက်စားရွက်မရွေ												

# With Youth as Change Makers and PRA Tools



**act!onaid**

# **Community Based Tourism As alternative livelihood**

8/18/17

Presented by Shihab Uddin Ahmad  
Country Director of ActionAid Myanmar



! the number of tourist tripled from about 800,000 tourists per year in 2011 to **3,100,000** tourists per year in 2014.

**Bagan** as main destination!

! With just 1 hour drive, you can experience more in **Myaing** !





8/18/17

Presented by Shihab Uddin Ahmad  
Country Director of ActionAid Myanmar



**act:onaid**

**Community Led  
Resource Management  
Yin Taing Taung Dam**



8/18/17

Presented by Shihab Uddin Ahmad  
Country Director of ActionAid Myanmar

# act:onaid



## Community Knowledge Sharing Centre

Visitors will have the first hand engagement with communities, cultural exchange and shared-learning



Presented by Shihab Uddin Ahmad  
Country Director of ActionAid Myanmar

# How Community Will Benefit?

- Led by Advisory Mothers' Group
- Preservation of cultural heritage and tradition
- Diversify income
- Cultural exchange
- Empowering and ownership
- Maximize Tourist's interest to explore Bagan and nearby areas in Magway Region.

# CBT in Mying has been completed by ActionAid Myanmar Htay Aung on 30<sup>th</sup> Nov, 2015





8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



8/18/17

Presented by Shihab Uddin Ahmad-Country  
Director of ActionAid Myanmar



act:onaid

Supporting more than 1200 women living in rural Myanmar

Providing Trainings on leadership, literacy, HIV prevention, weaving...

Forming Producer Network and link with service providers including government.

**S**ocial **E**conomic **D**evelopment **N**etwork

8/18/17

Presented by Shihab Uddin Ahmad  
Country Director of ActionAid Myanmar



“Previously I could only make clothes, but now I can create new things because the training we received.” “We become closer and start to share the difficulties in our lives...”

said Maw Maw Lwin (age 32).

# act:onaid



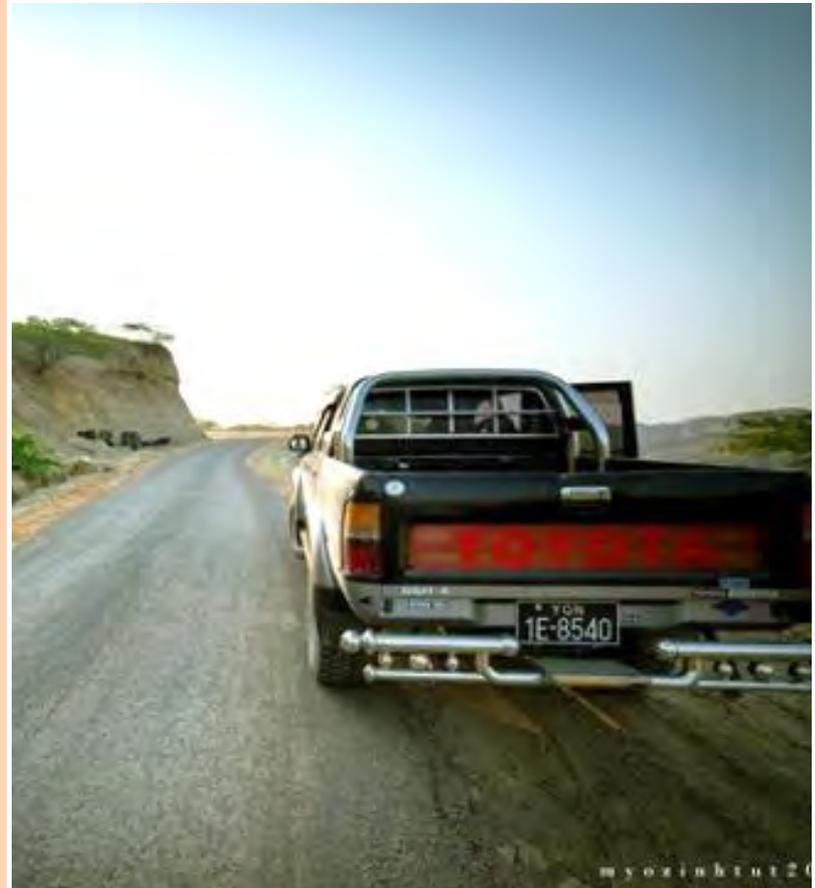
8/18/17

Presented by Shihab Uddin Ahmad-Country Director of ActionAid Myanmar

# Way Forwards...

**act!onaid**

- This CBT initiatives will be open for tourism sector to learn
- new CBT site in Bogaley
- Actionaid is ready to work with other CBT initiative to provide technical assistance specially on community mobilization and empowerment process
- Agro-trourism in Paakkuku river side





**Thank you for attention  
We are looking forwards to receiving  
you in the beautiful CBT site.**