

A photograph of a person standing in a field of red flowers, possibly a poppy field. The person is wearing a light-colored shirt and dark pants, and is holding a large, shallow, reddish-brown bowl. They are standing in the middle ground, with a dense line of green bushes in front of them. In the background, there are several tall palm trees and a hazy, mountainous landscape under a clear sky. The overall scene is bright and sunny.

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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

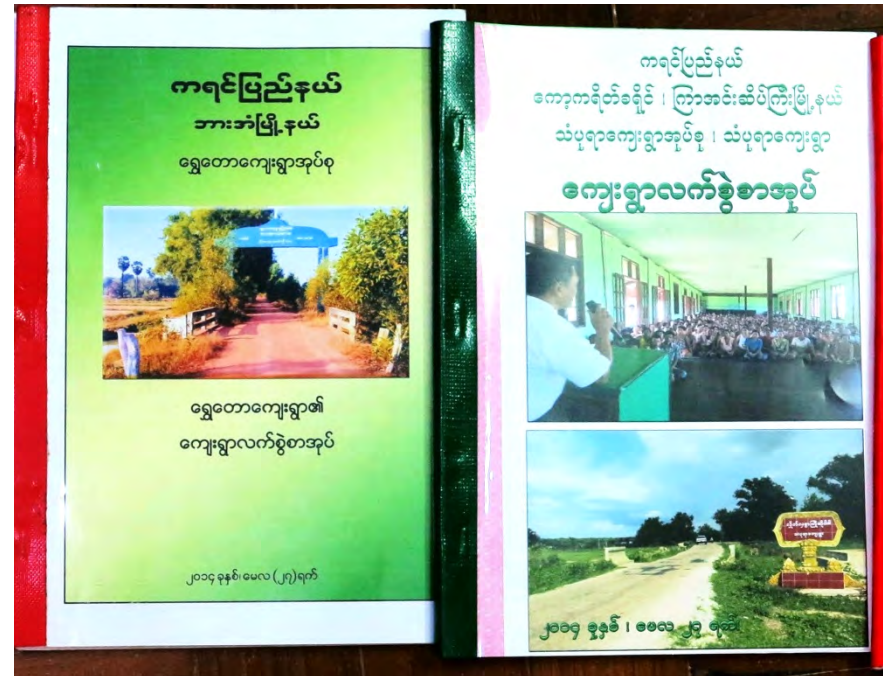
How Was Community Based Tourism Started?



- 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)



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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**. !





3/18/17

Presented by Shihab Uddin Ahmad
Country Director of ActionAid Myanmar

myo zai hla

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Community Led Resource Management Yin Taing Taung Dam



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Presented by Shihab Uddin Ahmad
Country Director of ActionAid Myanmar

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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 created by **actionaid** Htay Aung on 30th Nov, 2015







8/18/17

Presented by Shihab Uddin Ahmad-Country
Director of ActionAid Myanmar



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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.

Social **E**conomic **D**evelopment **N**etwork



“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).

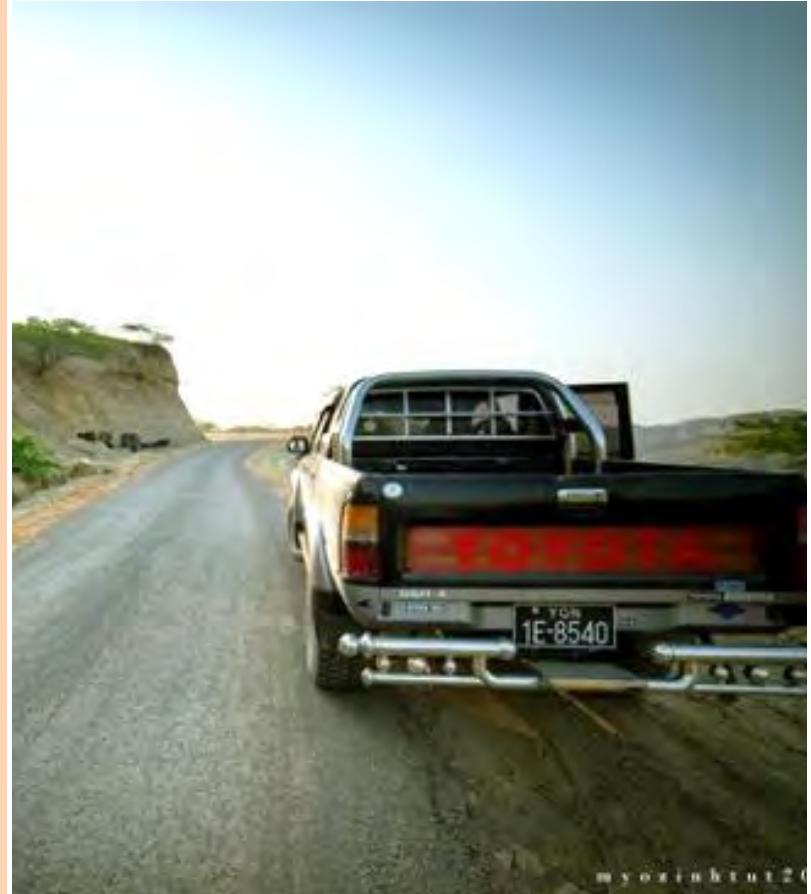
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Way Forwards...

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- 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.**