

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, shallow, reddish-brown bowl or 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.

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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?

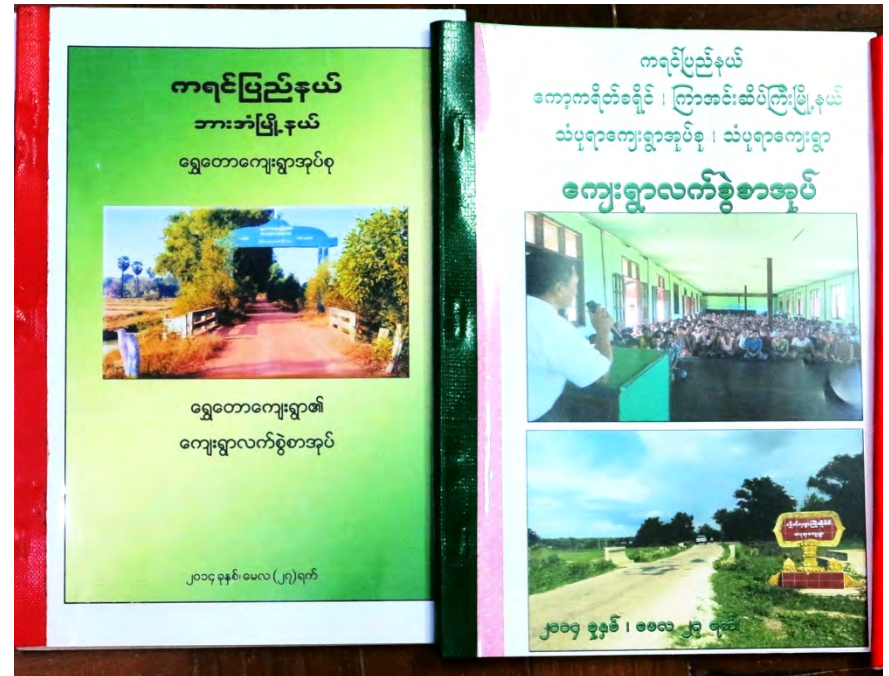


- ActionAid's work in dryzone since 2010
- **Sustainable Livelihood**  
**Women's Right**  
**Climate Change**  
**Education**  
**Governance**
- CBT came from Village Book process as part of community development plan.





## Engagement with Community



## Community-led development (Village Book)





# With Youth as Change Makers and PRA Tools



လူထုဆဲးမြေ့ လူမှု စီးပွား ကန့်သတ်၊ စားဝတ်ဆန့်ကျင် နှင့် အလုပ်အကိုင်အခွင့်အလမ်းတိုးပွားစေရေးစီမံချက် (၂၀၁၀ - ၂၀၁၃)  
မကွေးတိုင်း၊ ခြင်္သေ့မြို့နယ်၊ ကိုင်းတောမတူပိစု၊ ကန်နက်ကျေးရွာ၏ ရာသီခွင်ပြဿနာပုံ  
၁၃၇၂-ခု၊ တပေါင်းလဆန်း (၅)ရက်၊ ၉.၃.၂၀၁၁ (ပုဒ်မူအား)

အခြေခံအရာ	တန်ဖိုး	ကမ္ဘာန်	နယုန်	မိမိ	မိမိ	မတော်သလင်း	သီတင်းကျွတ်	တန်ဆောင်ပုန်း	နတ်တော်	ပြာသို	တပို့မိုး	တပေါင်း
စိုက်ပျိုးရေး												
သိမ်မွေ့ရေး												
ထန်းတက်												
ရာသီဥတု												
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လက်လုပ်လက်စား												
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ပညာရေး												
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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** !







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Country Director of ActionAid Myanmar

myozinbu





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# Community Led Resource Management Yin Taing Taung Dam



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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 established by ActionAid Myanmar Htay Aung on 30<sup>th</sup> Nov, 2015







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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.

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

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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).



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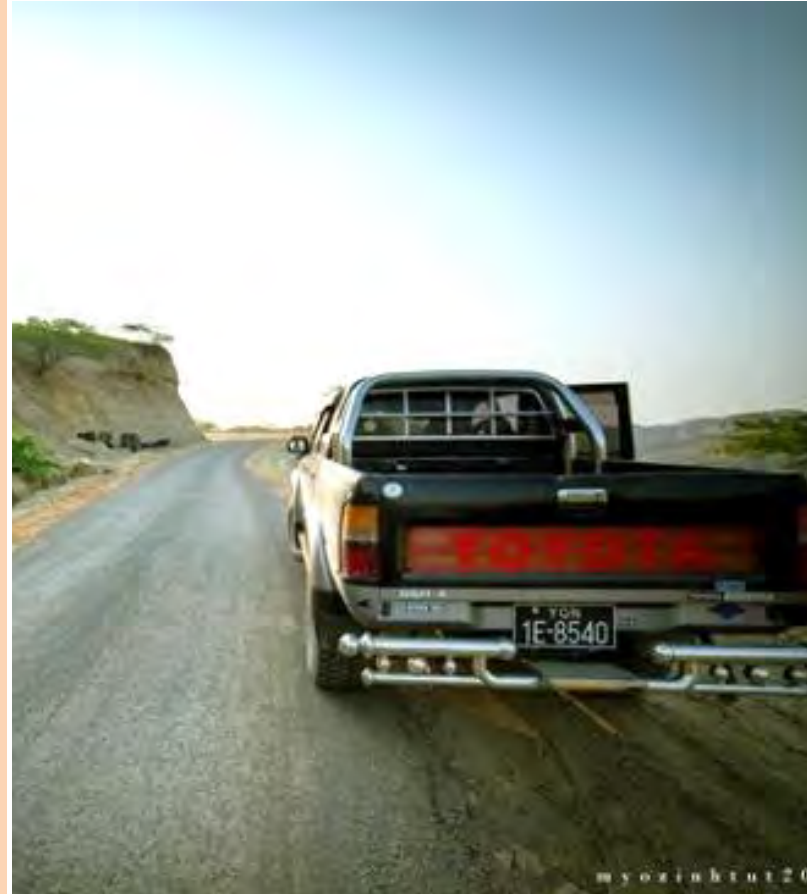




# Way Forwards...

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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.**