

Putting Kayah State on the tourism map: an end to end value chain approach

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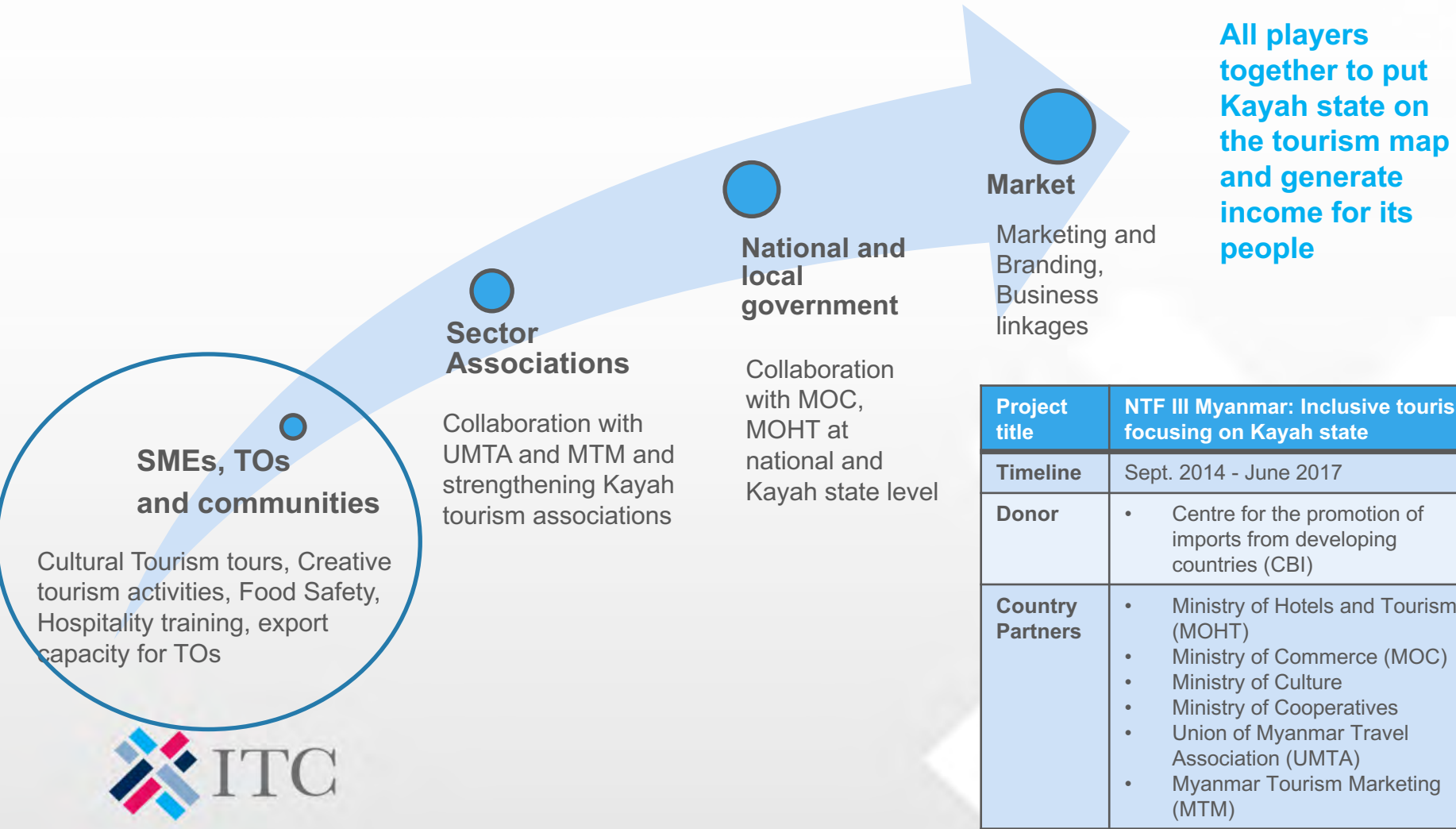
Multi-Stakeholders Workshop on Community Involvement in
Tourism

Nay Pyi Taw

1 December 2015

A whole value chain project

Objective: “Enhance the competitiveness of Myanmar’s tourism industry and related supply chains, through an inclusive tourism approach for the benefit of local communities and enterprises”



Selection and community involvement

- **Kayah state** was chosen in close consultation with the MoHT, MoC, and the private sector according to development criteria
- Local government provided a list of communities opened to tourism development (5-6) including **Pan Pet and Htaa Ne La Le**
- As part of ITC's **Stakeholders Sensitivity Analysis** agreement on the selection was confirmed by all Kayah stakeholders



Cultural Tourism tours development



Develop inspiring experiences, products and services, based on local strengths / resources



Ethnic community members fully engaged as actors, not objects of tourism development

Htaa Ne La Le

- ✓ **Full day tour**
 - Morning: Kayah cultural insight 2.Lunch – Kayah BBQ
 - Afternoon: arts and music experience
- ✓ **Half day tour**
 - Option 1: Cultural insight
 - Option 2: Arts and music experience 3
 - Option 3: Highlights
- ✓ **Kayah BBQ experience at 7 lakes**



Pan Pet

- ✓ **Half day tour**
 - Attractive shops, unique products
 - Hands-on, creative, cultural exchange experiences
 - Short forest trek and picnic lunch
- ✓ **Full day tour**
 - Forest trekking with trained guides



Build capacity of tourism-related suppliers of goods and services in Kayah state

Craft product enhancement and interior design

Creative Tourism activities:
Loikaw weaving centre and Museum



Food safety and quality



Service Management in Hospitality and Restaurant Sector



Methodologies – Cultural Tourism Tours

Product identification

- Trust building - Identification of a working group to initiate CIT
- Mapping of cultural and natural tourism resources with higher market value
- Assessment of capacity gaps



Product development

- Training for communities: What is tourism?
- Tourism experiences based on what local people feel proud and comfortable to share with visitors
- *“Do, Feel, Learn, Share” / “Safety, Story, Service”*.
- Community Tourism Club, Simple Management.
- Pilot tours and study trips for peer to peer learning
- Integrated training for professional and local community guides to work as a team.



Market linkages

- Feedback from the market: prioritization of activities by TOs
- Individual meetings to explain the new products
- Coaching TO's on how to communicate CIT
- Experience with real visitors (pilot tour)
- Setting up a 'Community Center' coordination mechanism for FIT and TOs to enquire / book
- FAM tour for TOs (next year)
- Integration of new products in TOs offer (next year)



Methodologies- export capacity of tour operators :

Identification

- Identification of 25 Tos according to agreed criteria
- Pool of 14 local company coaches



Development

- Capacity building workshops
- On-site coaching by ITC/CBI tourism experts
- Distant coaching by ITC/CBI tourism experts
- Coaching by local company coaches



Market linkages

- Include the new products in TOs offer and market them responsibly
- Linkages with international tour operators
- Organization of side events at the ITB



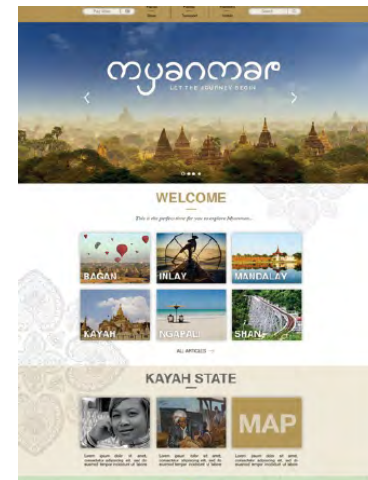
Marketing strategy

- **Branding guidelines for Myanmar, Kayah and regional tourism**

myanmar
LET THE JOURNEY BEGIN

The image shows the Myanmar branding logo. The word "myanmar" is written in a stylized, lowercase, gold-colored font. Below it, the tagline "LET THE JOURNEY BEGIN" is written in a smaller, black, uppercase font. The background is a light gray with a subtle, repeating pattern of traditional Burmese motifs.

- **And new promotional material**



Benefits

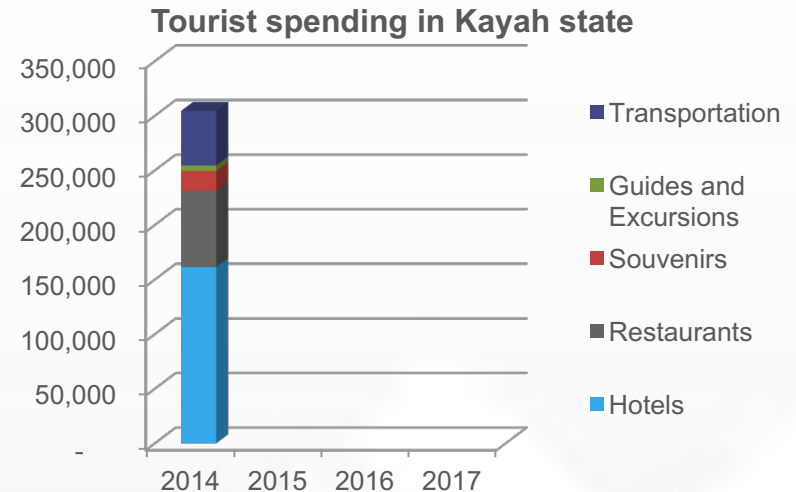
- Job opportunities (e.g. local guide, shop keepers)



- More income from tourism (e.g. craft producers; SMEs)
- New skills (e.g. language, planning, communication, accounting, management)
- Strengthened community able to represent needs, and cooperate with stakeholders more effectively,

Monitoring and Evaluation

- Project's Baseline, Mid term and final evaluation



- Baseline study in the villages
- To keep track of evolution:
 - ✓ The community tourism club (leader / members)
 - ✓ Tour guides, possibly coordinating with the Loikaw guides association
 - ✓ For 'snapshots' the MOHT Loikaw

Current Challenges:

- Participation in Pan Pet difficult at the beginning – needed a gentle (anthropological) approach. Make friends, join in daily activities, earn trust.
- Involvement of Professional Guides from Loikaw
- Ability of communities to run the tours independently
- Set up a 'Community Center' coordination mechanism to make inquiries and book trips
- Environmental impact to be managed (need for training)
- Keeping track of statistics/ data gathering
- Clarifying the level of future market demand

Future steps:

- FAM trip for Yangon TOs
- Packaging of tours and Creative Tourism activities
- Set up of a mechanism to officially sell tours and Creative Tourism activities in Loikaw
- Promotion
- Eventual replication to other villages or additional product dev. in existing villages
- Continue capacity building activities (Tourism Association and MOHT local office, Hotel and Restaurants, Craft producers, Tour Operators, Food safety and quality)