



Implemented by



# Shan State B&B Pilot project

**Khun Htun Oo**  
**CIT Manager**



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COMMUNITY INVOLVED TOURISM. PA O REGION.  
SOUTHERN SHAN STATE, MYANMAR

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# Objectives

- Establish the first three Bed & Breakfast pilot facilities in the Pa-O region
- Build local capacity for community-involved tourism
- Share the results and lessons learnt with other communities in Shan State
- Contribution to Village funds
- More job opportunities

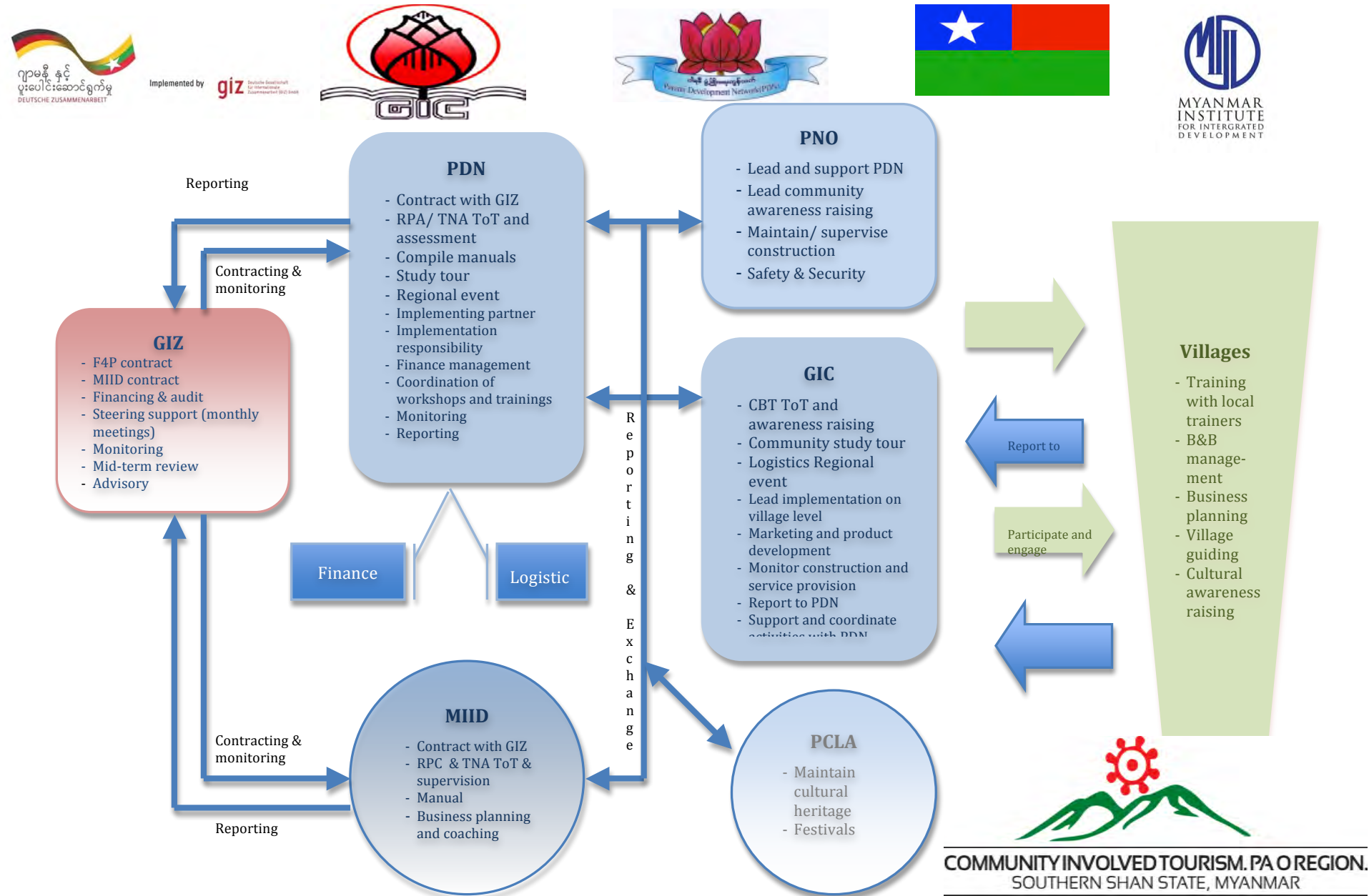


# Why we selected these villages?

- The government gave permission for B&Bs in 9 villages, we selected 3 to begin with as they had some experience of tourism.
- The selected villages are united in culture, way of life, traditional art and natural resources



# Partner Organisations & Steering Structure



# Duration

- The project is up and running
- We planned to complete between August and December, however, we will extend to the end of February, 2016
- We have been supported by 50 million MMK and technical assistance from GIZ



# Product Rationale

- To maintain Unity in communities
- To keep our Culture alive
- To promote our way of life
- To maintain traditional art, handicraft and natural resources



# Methodologies

- CIT facilitation training
- Cooking, hygiene and service training
- We will conduct village guide training
- RPA (village map, history, seasonal calendar)
- Business plan and Operational manual

# Market and Marketing strategy

- Sales & Marketing is support by GIC hotel group
- Our Marketing strategy is:
  - Contact direct to Tour agent
  - Website
  - Clients contact us directly
  - Word of Mouth
  - Business cards





# Lessons learnt

- The difference between pure trekking and CIT.
- What kind of capacity we need for B&Bs.
- How to write contracts and ToRs.
- Reporting to development partners.
- Currency exchange, transferring money to a foreign country and managing budget lines.
- Business planning and how to manage and distribute earnings.
- How to find tourism points of interest within the communities.

# Next Steps

- Regional Workshop (to share to other communities what we have learnt and the results from CIT)
- If the pilots are successful, we will extend to other communities next year.
- Encourage greater village level participation.

**Thank You!**