# Community Involvement in Tourism – How the Journey began? Where are we now?

Dr. Nicole Häusler, Myanmar Tourism Federation /GIZ-CIM, nhaeusler.consult@gmail.com ပြည်ထောင်စုသမ္မတမြန်မာနိုင်ငံတော်အစိုးရ ဟိုတယ်နှင့်စရီးသွားလာရေးလုပ်ငန်းဝန်ကြီးဌာန

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Hanns Seidel Foundation

MINISTRY OF HOTELS AND TOURISM Policy on **Community Involvement** in Tourism (CIT)

myanmar FOURISH PEDERATION Hanns Seidel Foundation

GOVERNMENT OF THE REPUBLIC OF THE UNION OF MYANMAR



>Eight workshops with public and private sector, (I)NGOs, community representatives in Yangon, Nay Pyi Taw, Inle Lake, Kyaing Tong, Bagan and Loikaw >31 Jan -13 Feb 2013

# My professional nightmare in Bolivia (2003-2005)



# What has happened?

- Political situation has changed
- Development Organisations were in favour to support projects in Bolivia
- About 90 Community-based Tourism -Projects were implemented between 2002-2005

# What happened?

Same profile of all CBT Projects

- A lodge + ...
- Near or in a protected area
- The original idea came from a NGO
- It was developed within 3 up to 12 months
- The investment ranged normally between US-\$ 30.000 up to US\$ 100.000
- Target groups: foreign ecotourists
- No market alliances with private sector

# What went wrong?

A lodge + ... - nearly all lodges had the same standard (for international backpackers; no variety – middle-class Bolivians, upper-class tourists)



# What went wrong?

- Near or in a protected area (same products...)
- The original idea came from a NGO (did not understand the local context and local business thinking)
- It was developed within 3 up to 12 months (far too short, no coaching in second and third season)
- The investment ranged normally between US-\$ 30.000 up to US\$ 100.000 (the success stories are those with an investment of min. 300.000 US-\$)
- Target groups: foreign ecotourists (big market of middle class Bolivians was totally ignored)
- No market alliances with private sector (no market access)

# Harm has been done to these communities!





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Communities must be consulted and involved in decision-making processes on tourism planning and management, which directly affect their livelihood.

However, final decisions shall • be made in coordination with the private sector and with the approval of the public sector administration



Big difference towards 'Community-based tourism'

# Community Involvement in Tourism

- Provision of accommodation (Bed & Breakfast less than ten rooms)
- Guiding: Village guiding and/or organizing excursions such as bird watching, trekking, recreational fishing, catering (providing meals and drinks for tourists)
- Cultural performances (dancing, singing, story-telling) and cultural demonstrations such as weaving, agricultural practices, music, craft making and cooking
- Transport
- Daily life!

## **Core Principles of CIT**

- Do no harm to local communities (to avoid undesirable and unintended effects of tourism)
- Local community participation must be informed and willing (sufficient information about tourism industry is provided)
- Respect the culture, religion and beliefs (tourists need to respect cultural heritage, traditions and believes of local people)
- Gender responsibilities (tourism should not foster gender-specific discrimination)

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## **Core Principles of CIT**

- Community Tourism Enterprises must be based on sound business planning (Market research and long-term financial sustainability)
- Decision-making takes time (Conflict of interest between development agency and community)
- Successful Community-Managed Tourism Ventures operate within the Mainstream Tourism Network
- Enhance Rights over Tourism Resources (e.g. avoid and minimize involuntary resettlement)

## **Policy on Community Involvement in Tourism**

Objective 1:	Strengthening the institutional environment and civil societies
>Objective 2:	Capacity building for community related activities in tourism
Objective 3:	Developing safeguards, systems and procedures to strengthen community planning and management in tourism
➢Objective 4:	Encouraging local entrepreneurship through micro and local enterprises
≻Objective 5:	Diversifying and developing quality products and services at community level
>Objective 6:	Monitoring positive and adverse impacts of community involvement in tourism

## **Each Objective has its own Action Points**

**Objective 3**: Developing Safeguards, Systems and Procedures to Strengthen Community Planning and Management in Tourism

Example - Action Point h):

Provide awareness programs on prevention of child labour and exploitation of human rights. Detect drugs and narcotic abuse and illegal wild life trading through community related activities

	Obj.	Objective	Actors
	2	Capacity building for community related activities in tourism	Hamsa Hub - BIF, ITC/Kayah State, MTF/Peace Nexus/HSF – Thandaunggyi; GIZ-Shan State, Fauna & Flora International (Indawgyi Lake), WCS- Irrawaddy Dolphins, Action Aid- Bagan
	3	Developing safeguards (e.g. Dos & Don'ts), systems and procedures to strengthen community planning and management in tourism	ITC – Kayah State; HSF
	4	Encouraging local entrepreneurship through micro and local enterprises	B&B licences have been issued at state level or by MOHT at Pa-O-Region (GIZ), Thandaunggyi (HSF, Peace Nexus, MTF) and near Bagan (Action Aid), CBI (Marketing), ILO (SME)
	5	Diversifying and developing quality products and services at community level	Hamsa Hub, MTF/Peace Nexus/HSF – Thandaunggyi; GIZ, Fauna & Flora International, WCS, Action Aid - Bagan
	6	Monitoring positive and adverse impacts of community involvement in tourism	None

## **Policy on Community Involvement in Tourism**

>Objective 1: Strengthening the institutional environment and civil societies

#### VIII. Stakeholder Involvement

in moving towards responsible tourism and specifically towards the integration of local communities depends on its ability to work and bring together professional competence, stakeholder perspectives and results-oriented implementation. The support, commitment and cooperation of all local tourism stakeholders on community involvement in Myanmar are essential factors for the industry's long-term sustainability. Furthermore, it is crucial to identify and understand which communities might be potential cooperation what their specific interests are.

Whether Myanmar will be successful The Role of the Public Sector -National Government a) The public sector at the national

> level ensures that implementation c) Overall, the public sector at the mechanisms are in place and that national level has the responsibility they are effective and participatory to regulate and facilitate this in the Policy on "Community process. Involvement in Tourism in Myanmar". The Role of the Local

b) This task includes the preparation Administration of suitable frameworks for community tourism development. including the state and regional such as investment opportunities for SMEs in tourism, training opportunities (especially for local consultants, public administration, private sector, SMEs and partners in a certain destination and communities), implementation and monitoring of licensing and

administration play a crucial role in activating those Action Points on the local lovels. b) In Myanmar, the local

a) The local administration,

standard systems and marketing of

community-related tourism activities.

administration takes a leading role in environmental planning, land-use





initiatives. This task also includes the facilitation of the participation of local communities and licensing businesses in accordance with the national framework.

#### c) The key role of local administration is to adapt the national policy aims and Action Points with the local levels and to take on the role of actively facilitating towards the local tourism stakeholders.

The Role of the Private Sector a) The private tourism sector is the guiding vehicle for responsible tourism promotion and development b) Communities should actively in Myanmar including community involvement in tourism. The private sector needs to ensure that economic development generated through tourism will be sustainable.

b) Private sector tourism and involvement in local tourism development and investment should development and investment.



between private sector and local

communities are recommended.

The Role of Communities

role in the development of

a) Communities will play a vital

responsible tourism in Myanmar.

They should become the main

poor communities in rural areas.

Furthermore, the communities

should be closely integrated

in tourism development and

public and the private sector.

ongage and acquire awareness

of the impacts of tourism on their

local economy, environment and

culture that could be positive or

negative. They should seek and

demand a high level of integration

beneficiaries of tourism, especially

investment activities from both, the

Individuals are encouraged to take people, Joint-venture partnerships on the role of tourism entrepreneurs.

#### and Civil Society Organizations

a) It is anticipated that nongovernmental and civil society community-based organizations, will encourage the development of tourism in local communities.

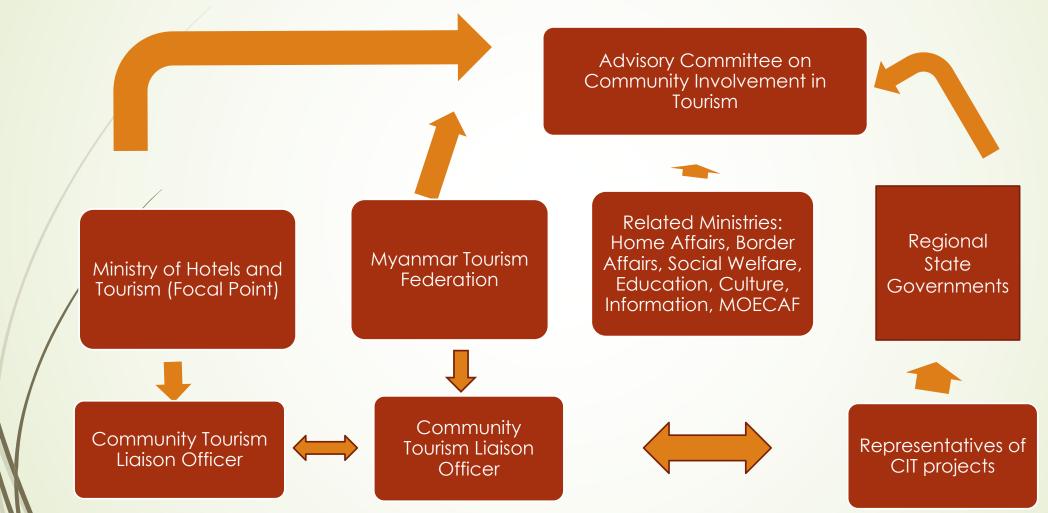
b) They are able to support and assist in preparing and implementing community tourism projects, ranging from tourism and environmental awareness programs to human resource development programs and the implementation of community-benefit/ based tourism Initiativos.

c) They act as mediators between public and private sectors and communities to generate more community involvement in the tourism industry and have a

The Role of Non-Governmental

organizations, particularly locally and

# Advisory Committee of CIT (see CIT Policy)





# Why this workshop?

- Definition / Concept of CBT/CIT A lot of misunderstandings in the past
- Many tourism experts did not understand the local / regional concepts of CBT/CIT
- Focus has been too much on "economic benefits" in the international discussion (aspects of participation/ social capital/ institutional strenthening are highly important and have been quite often ignored)

- Many local communities did not understand the objectives and aims of CBT (Tourism is a service-orientated business)
- Many local NGOs and Tour Operators did not unterstand the meaning of CBT(you have to focus in many aspects: participation/institutional strengthening, local cultural context and business)

# What should be achieved in this workshop?

- Share views on community projects with a particular focus on common challenges
- Current status of B&B Services, (Village) Tour Conductor Training and promotion of SMEs in tourism
- Identification if there is an interest in establishing a Multi- Stakeholder Network on Tourism and Community Involvement in Tourism