



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

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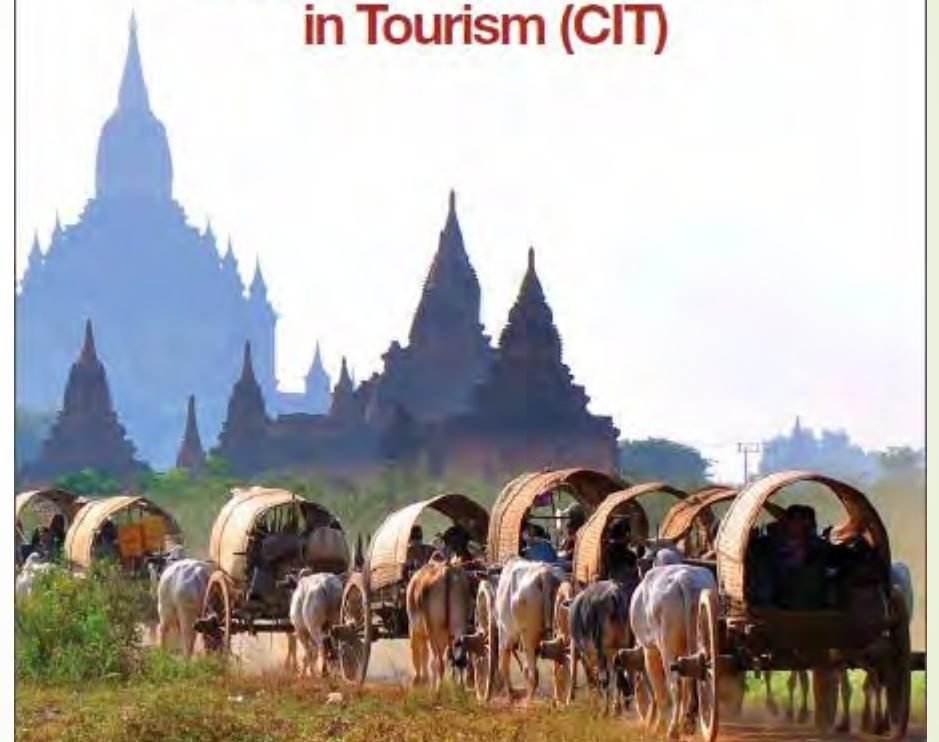
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TOURISM FEDERATION



Hanns
Seidel
Foundation

GOVERNMENT OF THE REPUBLIC OF THE UNION OF MYANMAR
MINISTRY OF HOTELS AND TOURISM

Policy on Community Involvement in Tourism (CIT)



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- 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!**





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	<i>None</i>

Policy on Community Involvement in Tourism

➤ Objective 1: Strengthening the institutional environment and civil societies

VIII. Stakeholder Involvement

Whether Myanmar will be successful 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 partners in a certain destination and what their specific interests are.

The Role of the Public Sector – National Government

- The public sector at the national level ensures that implementation mechanisms are in place and that they are effective and participatory in the Policy on "Community Involvement in Tourism in Myanmar".
- This task includes the preparation of suitable frameworks for community tourism development, such as investment opportunities for SMEs in tourism, training opportunities (especially for local consultants, public administration, private sector, SMEs and communities), implementation and monitoring of licensing and

standard systems and marketing of community-related tourism activities.

- Overall, the public sector at the national level has the responsibility to regulate and facilitate this process.

The Role of the Local Administration

- The local administration, including the state and regional administration play a crucial role in activating these Action Points on the local levels.
- In Myanmar, the local administration takes a leading role in environmental planning, land-use



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

- 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

- The private tourism sector is the guiding vehicle for responsible tourism promotion and development in Myanmar including community involvement in tourism. The private sector needs to ensure that economic development generated through tourism will be sustainable.
- Private sector tourism development and investment should



be encouraged and sought by local people. Joint-venture partnerships between private sector and local communities are recommended.

The Role of Communities

- Communities will play a vital role in the development of responsible tourism in Myanmar. They should become the main beneficiaries of tourism, especially poor communities in rural areas. Furthermore, the communities should be closely integrated in tourism development and investment activities from both, the public and the private sector.
- Communities should actively engage 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 and involvement in local tourism development and investment.

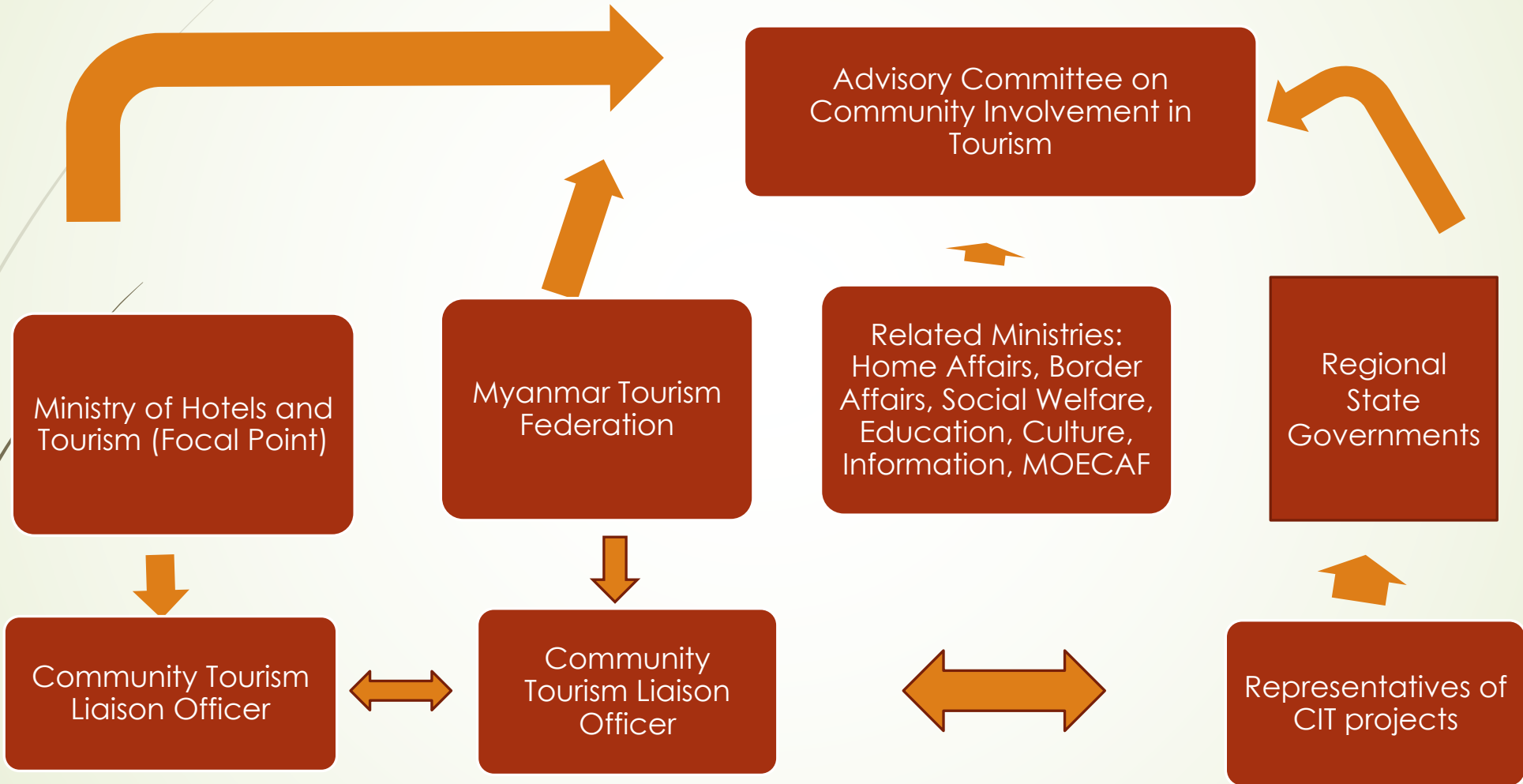


Individuals are encouraged to take on the role of tourism entrepreneurs.

The Role of Non-Governmental and Civil Society Organizations

- It is anticipated that non-governmental and civil society organizations, particularly locally and community-based organizations, will encourage the development of tourism in local communities.
- 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 initiatives.
- They act as mediators between public and private sectors and communities to generate more community involvement in the tourism industry and have a

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 strengthening 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 understand 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