

COMPARISON OF PILOT PROJECTS; IDENTIFICATION OF COMMON CHALLENGES

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RESEARCH BACKGROUND

- Qualitative Research between 14th of October – 24th of November
- Conducted 17 interviews with representatives of each presented pilot project
- CIT Topics: Community Involvement & Preparation, Product Development, Marketing, Managing Impacts / Monitoring & Challenges
- Aim: overview of the current situation & common challenges



OVERALL OBJECTIVE(S)

| Pilot Project | Objective(s) | Project Duration |
|--|--|------------------|
| Thandaunggyi (HSF, Peace Nexus, MTF) | Income-generated measures for local people & refugees in the area of tourism & agriculture | 2014 ~ ?? |
| Pa-O Project, Shan State (GIZ, MIID, PND, GIC) | Establish first 3 B&B's in Pa-O region, Capacity Building of organisations & communities; creating B&B / operational manuals & guidelines for communities, Expansion on tourism products | 8/2015 – 2/2016 |
| Bagan (Action Aid / PEAK) | Income-generated measures for local people in the area of tourism; Expansion on tourism products | 2014 – 2017 |
| Indawagyi Lake (FFI) | Income-generated measures for local people in the area of tourism; Local participation on conservation & tourism planning | 2013/14 – ?? |
| Irrawaddy Dolphins, Mandalay (WCS) | Income-generated measures for local fishermen for conservation & dolphins protection; Raising awareness, Reducing negative impacts | 2014 ~ 2018 |
| Kayah State (ITC) | Improving trade competitiveness of the tourism sector in Kayah State by building capacity of | 8/2014 – 6/2017 |

COMMUNITY INVOLVEMENT

| Pilot Project | How is the community involved in the tourism (project)? |
|--|--|
| Thandaunggyi (HSF, Peace Nexus, MTF) | <ul style="list-style-type: none"> -Thandaunggyi Tourism Development Working Group (Advisory Board, local Implementing Active Body, Supporting Body) -B&Bs, Guesthouses, Restaurants, Tour Conductor |
| Pa-O Project, Shan State (GIZ, MIID, PND, GIC) | <ul style="list-style-type: none"> -PAO Development Network (Implementing Group) & Golden Island Cottage & 3 Village Committees = regular meeting -B&Bs |
| Bagan (Action Aid / PEAK) | <ul style="list-style-type: none"> -1 Fellow in each village (Linkage between village & Action Aid) -4 Villages: they are owner of Guesthouses & facilitator of the villages tours |
| Indawagyi Lake (FFI) | <ul style="list-style-type: none"> -Inn Chit Thu Trousim Group (service provider) -Try to organise interest groups in the communities that they can participate -At the moment only one Village (Lon Ton) is involved -Guesthouse, Homestays, Restaurants, Rental of motor bikes & motorboat |
| Irrawaddy Dolphins, Mandalay (WCS) | <ul style="list-style-type: none"> -Eco-tourism working group in each of the 6 villages -Planning committee with relevant stakeholders |
| Kachin State | <ul style="list-style-type: none"> -Tourism club – everyone can join |

COMMUNITY PREPARATION

| Pilot Project | Trainings |
|---|---|
| Thandaunggyi (HSF, Peace Nexus, MTF) | Tour Conductor & Hospitality Training, Product Development, Workshop on tourism Impacts → continue in the future |
| Pa-O Project, Shan State (GIZ, MIID, PND, GIC) | CIT-Training, Organisational / Management Training, Village tour guiding, Workshop on tourism Impacts → Future plans: Storytelling, Cooking, B&B-Management, Studytrip to Thailand |
| Bagan (Action Aid / PEAK) | Explaining Expectations, Product delivery: Identify actives, Hygienic Training, Workshop on tourism Impacts, 5 women trained in Hospitality for 26 days |
| Indawagyi Lake (FFI) | Eco-tourism Training, Kayak-Training, Institutional development support, English lessons, Training nature guides in nature & cultural values, Birdwatching, Nature interpretation, storytelling → Future plans: Hospitality Training, Conservation awareness, continue with Birdwatching & Nature interpretation |
| Irrawaddy Dolphins, Mandalay (WCS) | They are planning trainings for the future |
| Kayah State | Explaining the project & Understanding of tourism, Local guide |

PRODUCT DEVELOPMENT



The product development of the most tourism Projects are still in process.



MARKETING

- Some projects are in the product development phase → Therefore no active Marketing is in place yet
- Other projects have consultations with tour companies, tour operators to get market linkages
- A few projects found tour companies, tour operators which are distributing their products
- Other channels used: Website, social media, blogs, Fam-/Presstrips, Flyer, Service centre, business cards and word of mouth
- Target Group: group tour, individual traveler, Expats, second time visitors, domestic tourism



MANAGING IMPACTS & MONITORING

| Pilot Project | Mangaging Impacts | Monitoring |
|--|--|--|
| Thandaunggyi (HSF, Peace Nexus, MTF) | <u>Cultural</u> : workshop on tourism impacts, Do's & Dont's <u>Environmental</u> : waste management | - No monotoring system |
| Pa-O Project, Shan State (GIZ, MIID, PND, GIC) | <u>Cultural</u> : workshop on tourism impacts, Do's & Dont's, quality tourism | -lessons learned -Monitor of indicators & bookings |
| Bagan (Action Aid / PEAK) | <u>Cultural</u> : workshop on tourism impacts = create expectations list for tourist, tour guide manage behaviour | Feedbackform: tourist, tour guide, villages |
| Indawagyi Lake (FFI) | <u>Cultural</u> : Do's & Dont's Myanmar | -Bookings & rentals -Wildlifesanctuary |
| Irrawaddy Dolphins, Mandalay (WCS) | <u>Environmental</u> : guideline on dolphin's watching, reorganising the dolphin- ecotourism, waste management | - No monotoring strategy |
| Kayah State (ITC) | <u>Cultural</u> : code of conduct, Do's & Dont's, Project is not a „closed club“ <u>Economic</u> : rotation system, community fund <u>Environment</u> : waste management | ?? |

COMMON CHALLENGES

for Local Initiative:

- lack of knowledge (no tourism experience)
- Management (contact person for Tourists)
- short project duration to prepare & implement
- Involving local people
- Lack of infrastructure (technology, roads, transport)
- Training/meetings vs. Own job
- Working with different policies
- parts of training are not suitable for the community according to their culture and government laws



COMMON CHALLENGES

For Development Organisation:

- Mobilisation / Involvement of local people
- Different perspective from Stakeholders – Balance!
- Find the right partner to work with
- Time
- Maintain local commitment
- On-Site-Management
- Succeed in the Marketplace
- Money
- Managing Impacts
- Political Situation
- B&B and Guesthouse permission





THOUGHT

- CBT & CIT are used randomly → reform the CIT-Policy by using the knowledge gained from the practice
- B&B license and Homestay – Confusion about the current status
- Diversify and market orientate the Product development
- Everyone is doing their own thing/way → building a network & collaborate by inviting people from other fields (Nature Resource Management, sustainable agriculture)
- Implementing a monitoring / evaluation strategy
- Be aware of too many manuals → Work together!
- Regional Do's & Dont's and/or codes of conducts
- Training vs. Practicing → the community will become more confident gradually by learning from previous experiences (e.g. lessons learned from pilot tours)



„We cannot learn and develop unless we have some space to make mistakes.“

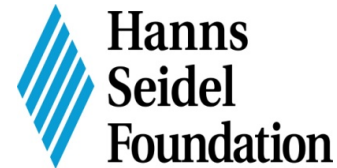


Thank you for your attention!!!

Special thanks to



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and all representatives of the Project
I have interviewed.

