Identifying Priorities

What are the most important factors for successful CIT projects?
What are the most important factors for failures of CIT projects?
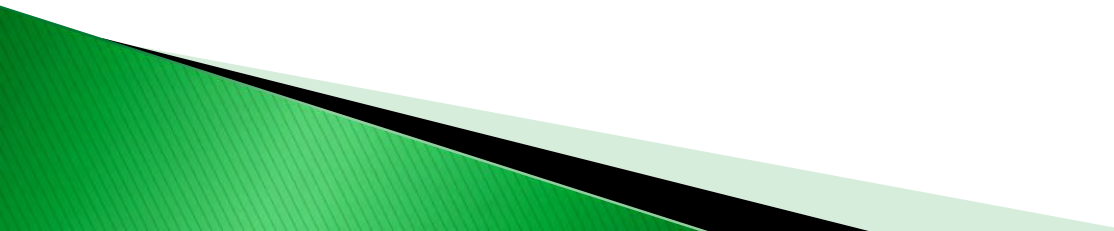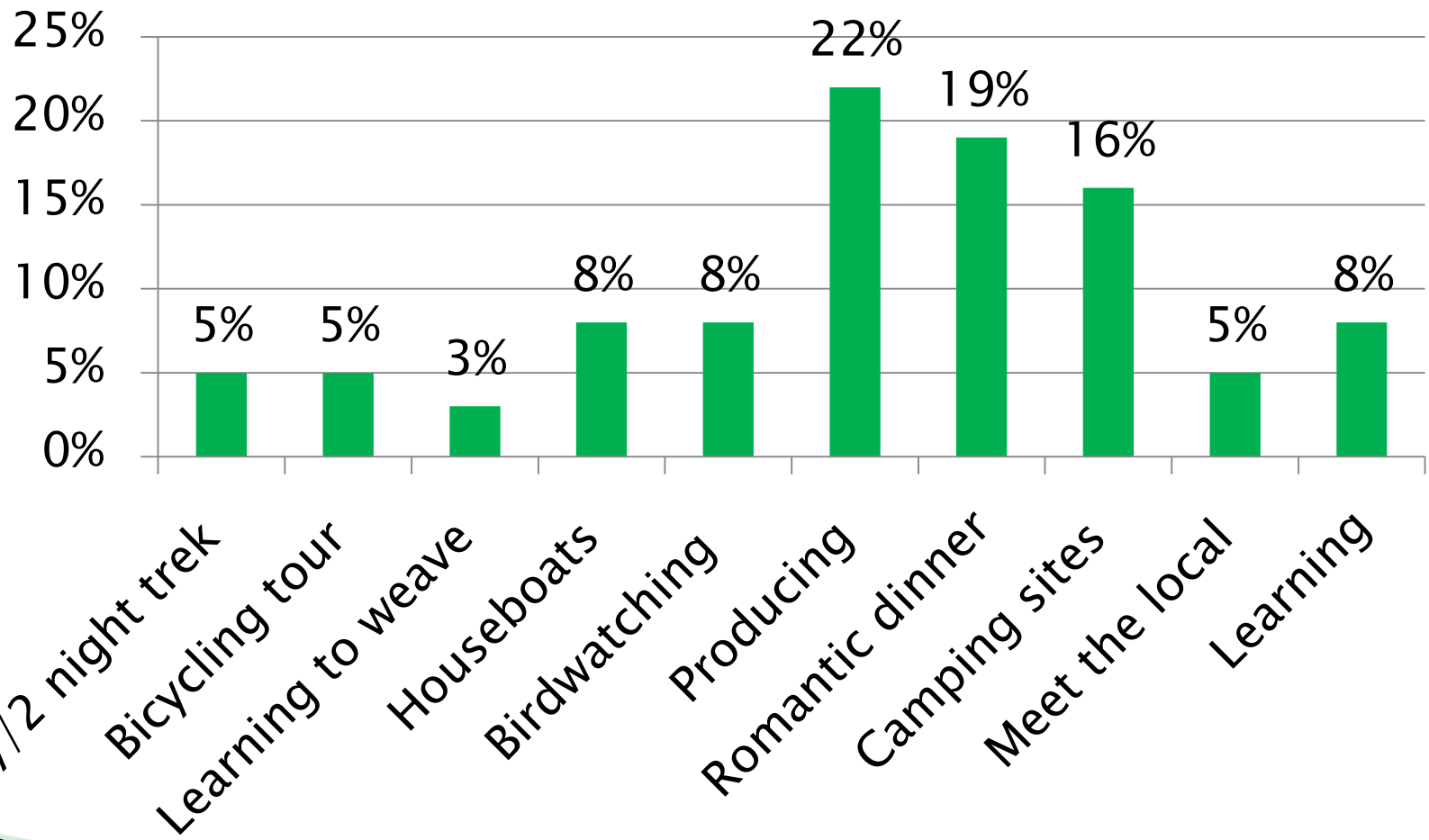
Facilitated by:

Vicky Bowman

Director, Myanmar Centre for Responsible Business (MCRB)

Multi-Stakeholder Workshop on "Community Involvement in Tourism"
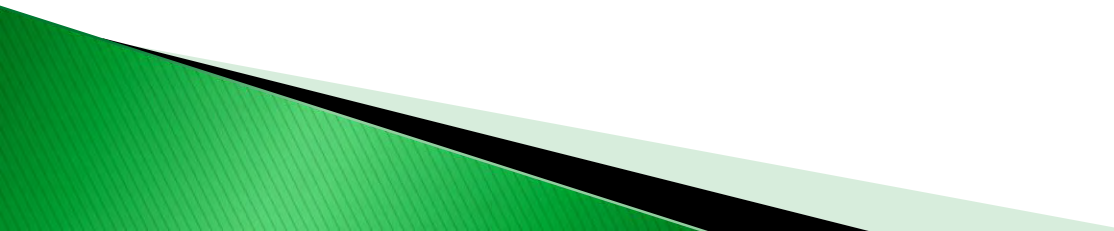1st – 2nd December 2015
Nay Pi Taw

Question 1: Which of the CIT projects will be most likely to succeed? (Round I)

1. 3 day/2 night trek from Pyin Oo Lwin to Nawngkyio
2. Bicycling tour and handicrafts in Bilugyun
3. Learning to weave baskets with Palaung villagers in Namhsam
4. Houseboats through the delta creeks in Mawlamyaingyun area
5. Birdwatching, watching turtles hatch and meeting the fishermen near Kadonkani
6. Producing organic soap with villagers at Inle Lake
7. Romantic dinner among the temples of Mrauk-U, cooked and joined by local villagers
8. Camping sites managed by locals for overnight stays near villages in Kayah State
9. Meet the local residents in Nay Pyi Taw, learn more about their daily life in the capital city
10. Learning to handcraft of guitar key in TaDaOo

Results Q 1: Which of the CIT projects will be most likely to succeed? (Round I)

Question 1: Which of the CIT projects will be most likely to succeed? (Round 2)

1. 3 day/2 night trek from Pyin Oo Lwin to Nawngkyio
2. Bicycling tour and handicrafts in Bilugyun
3. Learning to weave baskets with Palaung villagers in Namhsam
4. Houseboats through the delta creeks in Mawlamyaingyun area
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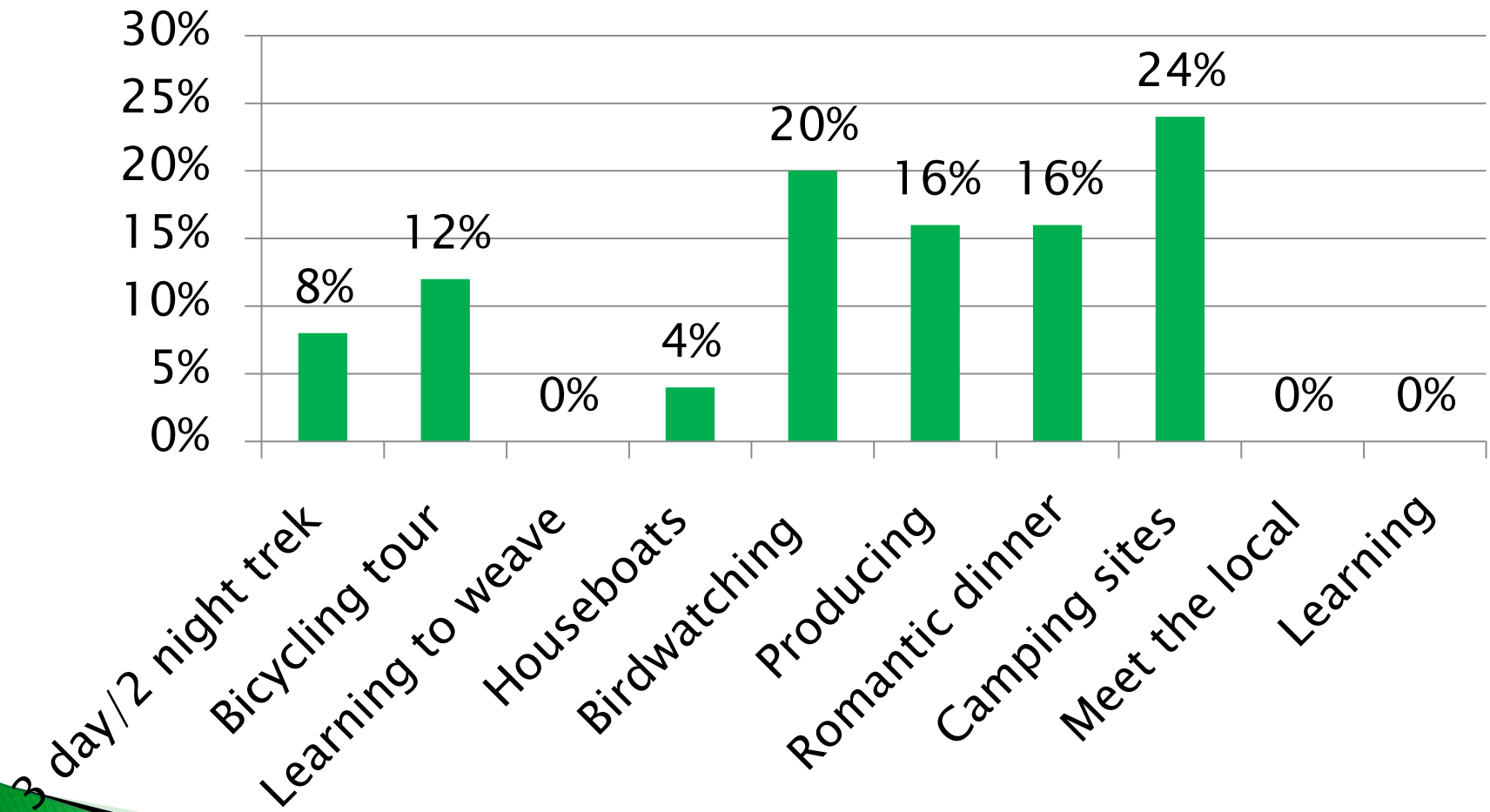10. Learning to handcraft of guitar key in TaDaOo

Results Q 1: Which of the CIT projects will be most likely to succeed? (Round 2)

Question 2: What is the most important factor for successful CIT projects? (Round 1)

1. **Transparent** and simple B&B licensing procedure
2. **Home-stays** developed as an accommodation option
3. **Relaxing** requirements for village tour guide qualifications
4. **Knowledge** of and access to marketing tools
5. **Support** from the main stream tourism sector
6. **Community** organization and management support
7. **Access** to long-term funding & coaching
8. **Better cultural** & business-sense understanding across stakeholders
9. **Better understanding** of the needs and wants of tourists
10. **Tourism product** development according to the market needs

Results Q 2: What is the most important factor for successful CIT projects? (Round 1)
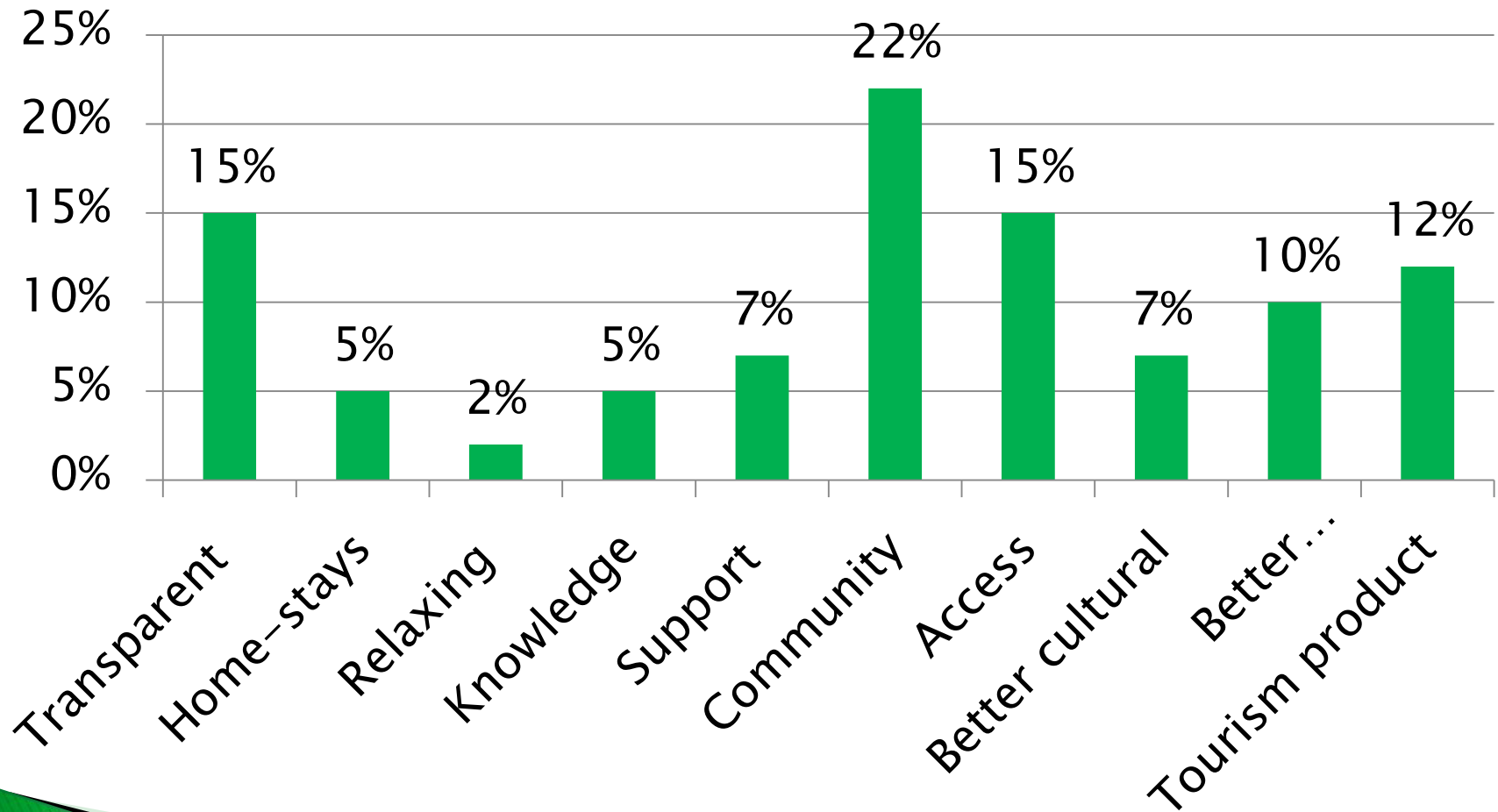
Question 2: What is the most important factor for successful CIT projects? (Round 2)

1. **Transparent** and simple B&B licensing procedure
2. **Home-stays** developed as an accommodation option
3. **Relaxing** requirements for village tour guide qualifications
4. **Knowledge** of and access to marketing tools
5. **Support** from the main stream tourism sector
6. **Community** organization and management support
7. **Access** to long-term funding & coaching
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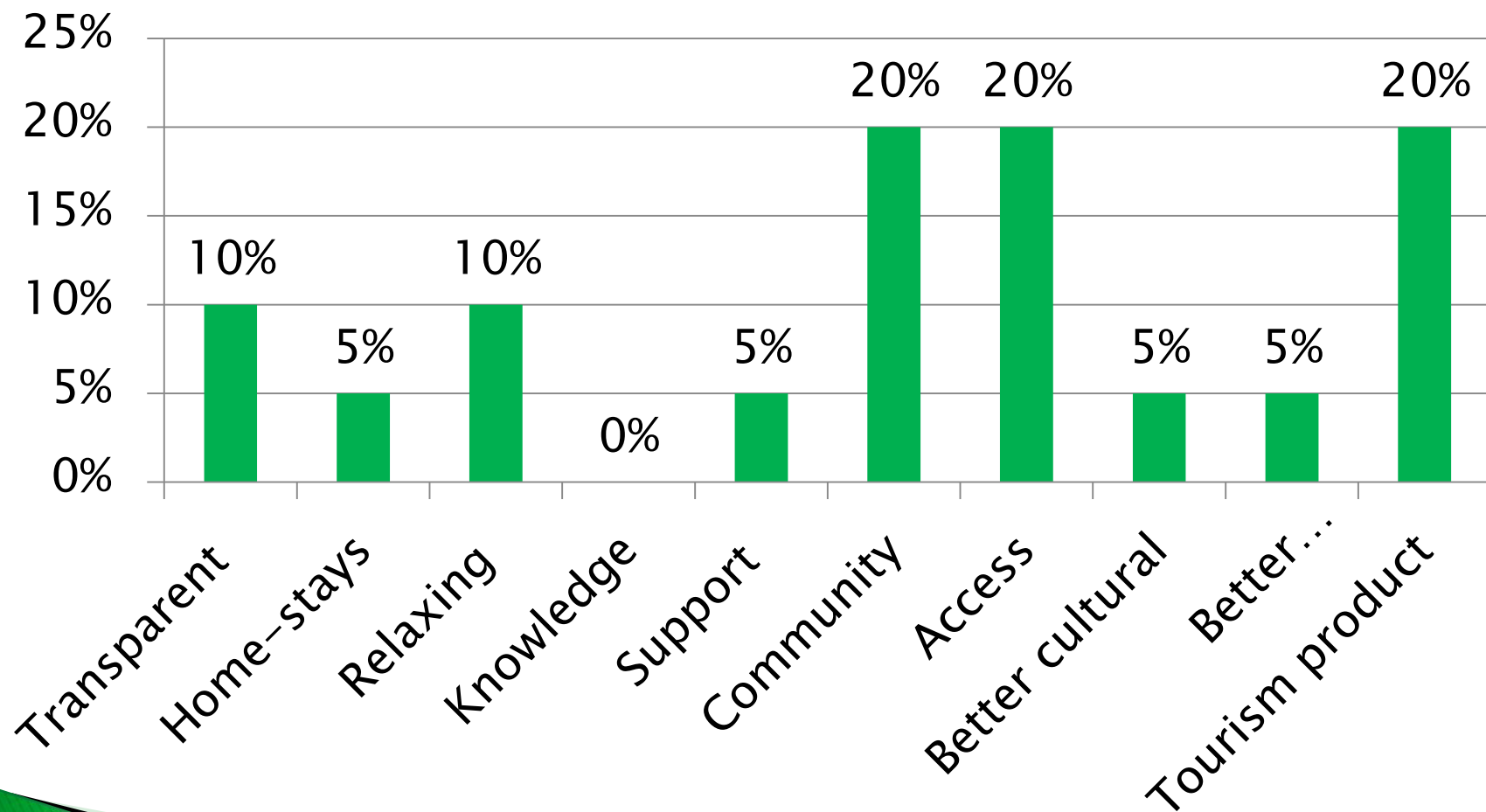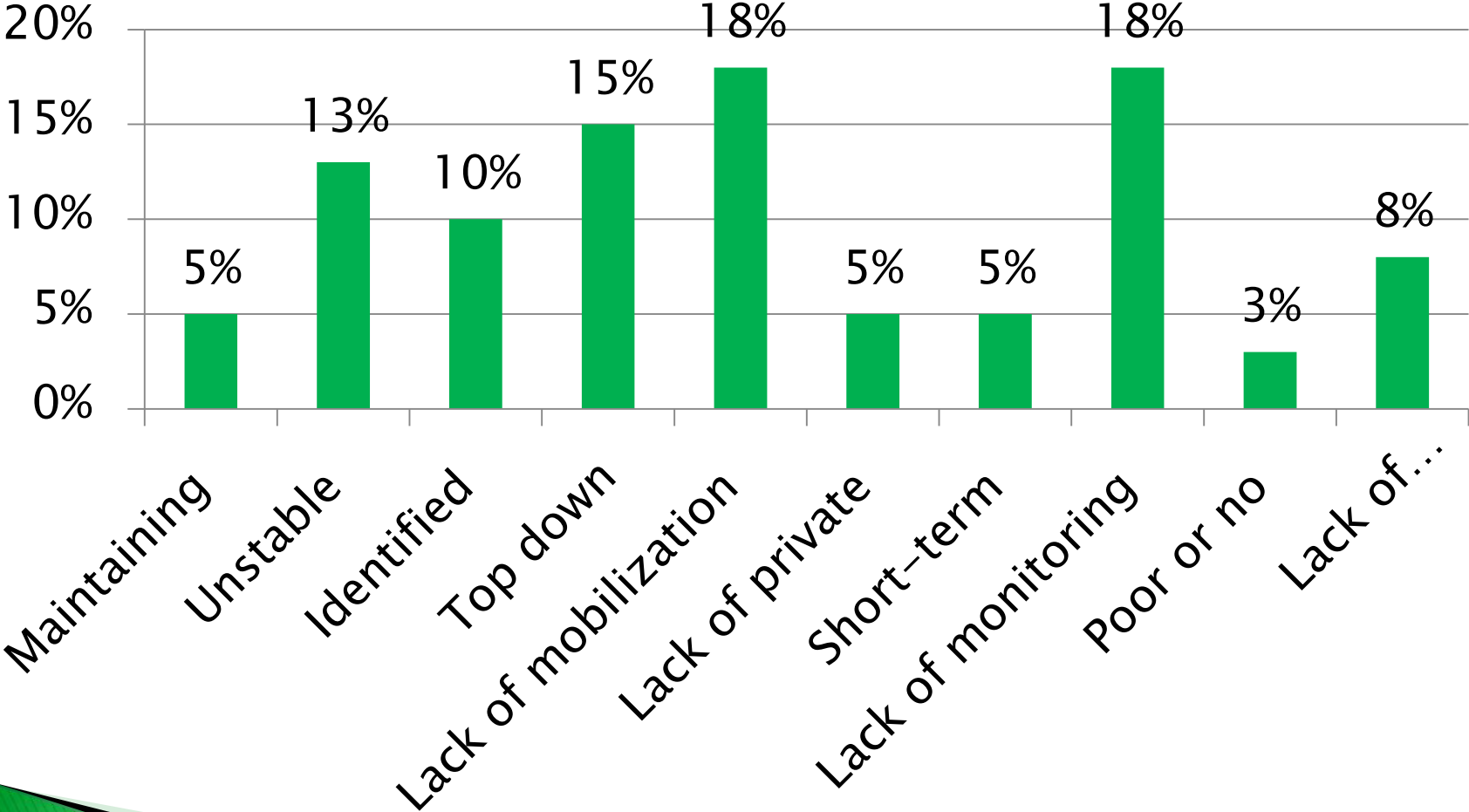10. **Tourism product** development according to the market needs

Results Q 2: What is the most important factor for successful CIT projects? (Round 2)

Question 3: What is the most important factor responsible for failure of CIT projects? (Round 1)

1. **Maintaining** the commitment in the community, even in "harder times" (lack of expected tourists)

2. **Unstable** political situation

3. **Identified** community is actually not a "selling point" (no real cultural attraction, difficult to reach)

4. **Top down** approach by development partner and/or private sector partner; needs and ideas of community are not taken into consideration

5. **Lack of mobilization** & involvement of community

6. **Lack of private** sector involvement

7. **Short-term** project over a period of a few weeks or months only

8. **Lack of monitoring** and therefore absence of internal reflection in the community (what works well, what does not)

9. **Poor or no** marketing strategy

10. **Lack of identification** of the market – who are my target groups?

Results Q 3: What is the most important factor responsible for failure of CIT projects? (Round 1)

Question 3: What is the most important factor responsible for failure of CIT projects? (Round 2)

1. **Maintaining** the commitment in the community, even in "harder times" (lack of expected tourists)

2. **Unstable** political situation

3. **Identified** community is actually not a "selling point" (no real cultural attraction, difficult to reach)

4. **Top down** approach by development partner and/or private sector partner; needs and ideas of community are not taken into consideration

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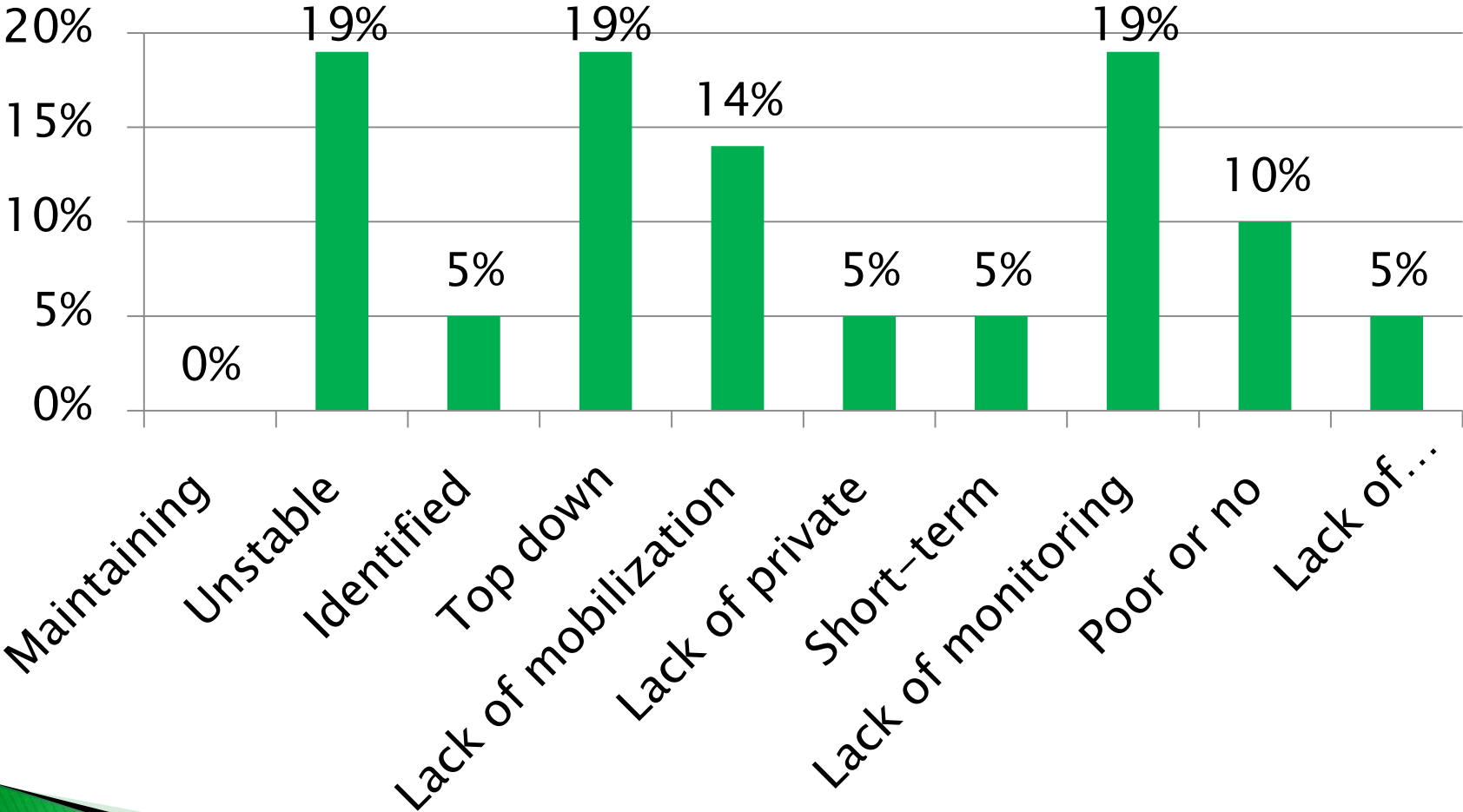10. **Lack of identification** of the market – who are my target groups?

Results Q 3: What is the most important factor responsible for failure of CIT projects? (Round 2)

Bar chart showing percentages:
- Maintaining: 0%
- Unstable: 19%
- Identified: 5%
- Top down: 19%
- Lack of mobilization: 14%
- Lack of private: 5%
- Short-term: 5%
- Lack of monitoring: 19%
- Poor or no: 10%
- Lack of…: 5%

Projects in Pipeline

Facilitated by:
Dr. Nicole Haeusler, MTF

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Group Discussions
on Priorities

What are the most important factors for successful CIT projects?
What are the most important factors for failures of CIT projects?

Voted for the most important factor for successful CIT projects:

1. **Community organization and management support (21%)**
2. **Access to long-term funding & coaching (17%)**

Voted for the most important factor responsible for failure of CIT projects:

1. **Top down approach by development partner and/or private sector partner;** needs and ideas of community are not taken into consideration **(17%)**
2. **Lack of mobilization & involvement of community (17%)**

Wrap up and Outlook

Facilitated by:

Achim Munz

Resident Representative, Hanns Seidel Foundation

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