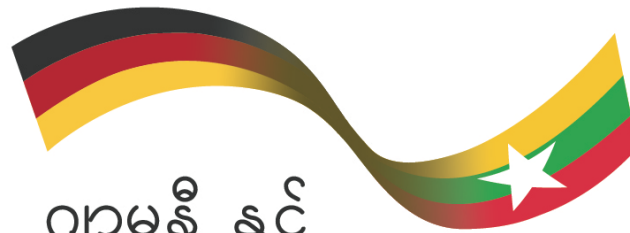




Private Sector Development

GIZ Cooperation for Sustainable Tourism Development in
Shan State



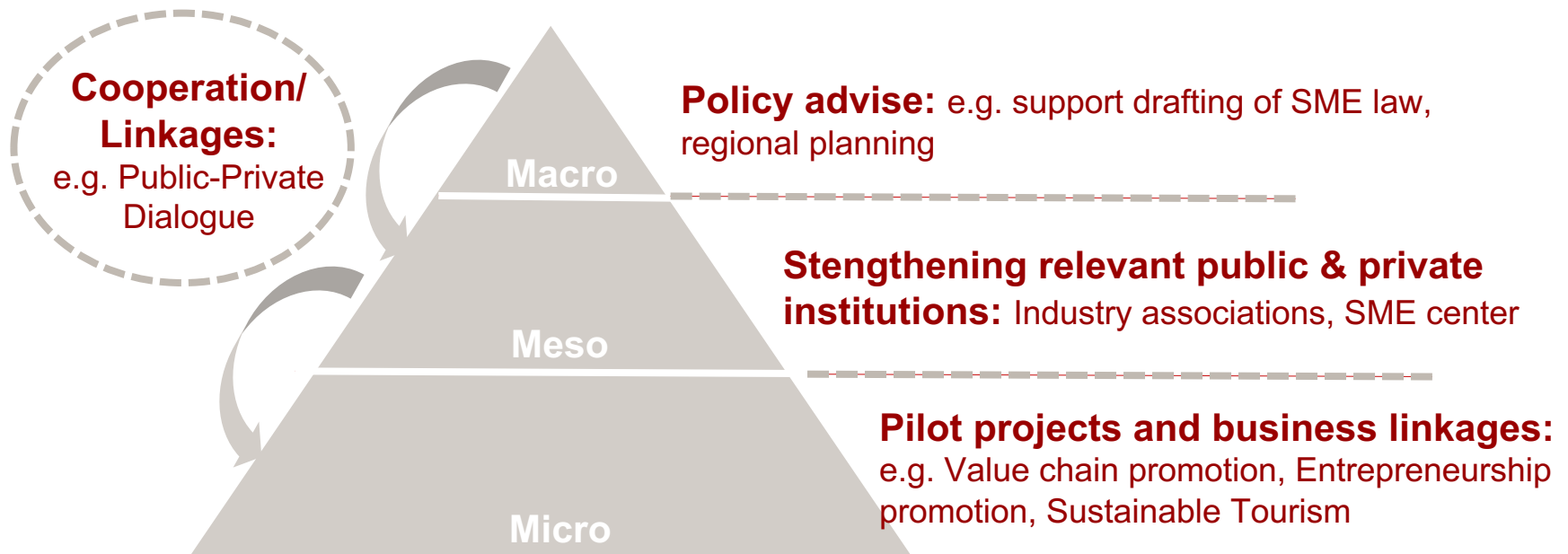
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DEUTSCHE ZUSAMMENARBEIT



Private Sector Development Project Myanmar

Goal

- ✓ Strengthening **public and private actors** to promote **private sector development**, with a focus on **small and medium enterprises**





Sustainable Tourism

The tourism industry has a high potential to serve as a catalyst for meaningful social, economic, and environmental benefits in the region.

- Tool for fostering quality and efficiency of business operations.
- Rapid growth in tourism involves risks, which can only be mitigated by applying sustainable and responsible approaches, which include the interests, views and values of all stakeholders





Shan State Tourism Development Project:

- Developing a ToT for local Tourism Consultants, Facilitators and Practitioners
- Supporting the development of new and upgrading of existing tourism products and services
- Supporting environmentally sustainable practices in the Inle Lake Region
- Supporting dialogue between tourism & visitor economy stakeholders





Key Activities

Organizational Development for Business Associations

The Myanmar Tourism Federation and its Business Associations are supported in their efforts to decentralize and expand their services to the regional level.

Sustainable Management of the Hospitality Sector

A handbook was published in Myanmar and English language with general information about good environmental practices in tourism, checklists and guidelines for accommodation providers.

Value Chain Analysis Tourist Accommodation Inle Lake

The field research was conducted by the Breda University of Applied Science and the local NGO Inle Speaks.

Product Development for Community based Tourism

In cooperation with local stakeholders in the Danu Self-Administered Zone (SAZ) and the Myanmar Tourist Guide Association a model approach was developed to plan and implement heritage trail based trekking

In cooperation with the Parami Development Network (PDN) a pilot project for the establishment of three Bed & Breakfast facilities in the Pa-O region has been initiated.