

Policy Framework Myanmar Tourist Guide Sector

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With the support of:



BIF's Work in Tour Guiding in Myanmar



- Lack of qualified tourist guides constraining destination and product development
- Consultations in August and September 2015 with key stakeholders working in tourist guide sector
- A policy framework was put together and it will also be a component of national HRD Strategy by MoHT and LuxDev



Nine Key Intervention Areas

No	Interventions
1	Define Tourist Guide levels, roles & responsibilities
2	Assist NSSA with competency standards for each tourist guide category/level
3	Decentralised training and identifying priority hubs for training delivery
4	MTGA, UMTA and MOHT collaboration to review and strengthen current training delivery
5	Review tourist guide training materials and curricula
6	Train trainers and occupational experts
7	Steps to build MTGA capability
8	Review market conditions and processes for MTGA and UMTA training delivery
9	Review market conditions for private sector training delivery



1. Tourist Guide Levels, Roles and Responsibilities

Proposal: four NSSA categories 1, 2, 3 & 4

Category 1	Category 2	Category 3	Category 4
<ul style="list-style-type: none">• Semi-skilled worker <ul style="list-style-type: none">• Site guide• Fresh guide• Fresh conductor	<ul style="list-style-type: none">• Skilled worker <ul style="list-style-type: none">• Regional & National Guide• Assistant / inexperienced tourist guide	<ul style="list-style-type: none">• Advanced skilled worker <ul style="list-style-type: none">• National Guide• Experienced Tourist guide	<ul style="list-style-type: none">• Supervisor <ul style="list-style-type: none">• National Guide• Tour manager / tour leader• Manager of tour conductors

2. Assist NSSA with competency standards for each tourist guide category/level



- Draft competency standards for each of the tourist guide categories/levels approved by the NSSA Committee on Tourism & Hospitality
- Remove necessity for Cabinet to approve competency standards.

3. Decentralised training and identifying priority hubs for training delivery



- Undertake **research to better understand current demand** for tourist guides of different levels in different destinations around the country.
- Lower levels: Dawei, Patheingyi, Myittha, Loikaw, Hpa-an, Mawlamyine and Mrauk-U
- Develop new decentralised ways for Government/MOHT to deliver guide training.

4. MTGA, UMTA and MOHT collaboration to review and strengthen current training delivery



- Identify focal points, set out a process and work-plan to **review and strengthen current training delivery**, and **develop an industry-relevant training partnership**.
- Review the delivery, content, length and costs of current MOHT tourist guide training at national and sub-national levels.
- Prioritise short-term needs, design and approve new training materials.

Next Steps



- Arrange meetings with development partners working in tourist guides space
 - LuxDev
 - ILO
 - GIZ
 - Others (SwissContact, JICA, UNESCO, World Bank)
- To discuss the overall reform process, and determine where collaboration and synergy in implementation might be achieved
- The policy framework report to be translated into Myanmar

Thank You! Questions?



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