

CONFERENCE REPORT

Multi-Stakeholder Workshop on “Responsible Tourism in Ngapali”

11-13 May 2016

Thande Beach Hotel, Ngapali



Question to participants: What do you want to discuss?

- Waste Management
- What are linkages for local community to tourism benefits in Ngapali?
- Who manages the problems relating to tourism impacts?
- Regular garbage collection by government bodies
- I would like to discuss the positives and negatives and agree a positive way forward for the environment for the good development of Ngapali
- Understanding sustainability and knowing responsibility by all stakeholders
- I just want to know how we shall solve the waste management for the future?
- How to make official licence for every single trip in Ngapali area
- We expect sustainable coastal law discussion
- Then let all sectors respect equally
- The local community – their opinions and wishes for Ngapali
- Developing tourism in proper way
- Education
- Job opportunity locally
- Keep green environmental for general
- Waste water management
- Zoning
- Learn about Ngapali
- Will tourism be sustainable?
- Restaurant Licence
- Liquor Licence
- Official open door policy
- Implementation of topics discussion
- Follow up on topics
- Clear laws and transparency
- How to stop the start of red light business
- Garbage/waste management
- Recycling
- Rubbish in the sea in Kyeiktaw
- Educating villagers about waste disposal
- Environmental protection
- Cleanliness
- Services/areas for solid waste disposal
- Flooding problems in Ngapali
- Foreigner permission to stay in guesthouses
- How to ensure that the beach is clean
- Find investable businesses
- Open discussions about Ngapali and sustainable tourism
- Will Ngapali have enough freshwater for everyone?
- I want to know about the challenges/needs of SMEs in the Ngapali tourism sector
- Attract local business to apply for Product Package Innovation Competition
- How can businesses and local people work together to ensure that Ngapali's environment is protected for the future?

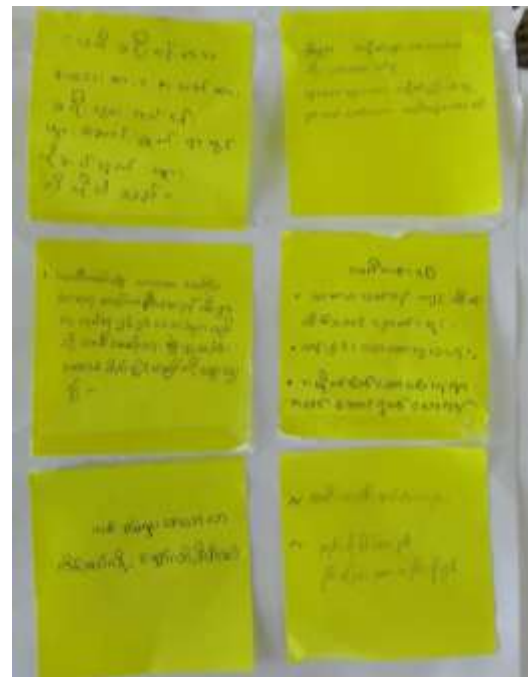


Table of Contents

Executive Summary	4
Background	6
Workshop Report	7
Day 1: Ngapali the Destination.....	7
Coastal Zone Planning and Tourism.....	8
Coastal Tourism and Local Impact on Ngapali Beach	9
Tourism Planning for Ngapali the Destination	11
Current and Planned Tourism Infrastructure.....	12
Next steps, action points and recommendations from Day 1	12
Day 2: Environment, Land and Planning Issues	13
Working Group Discussions	15
Waste Management.....	16
Sand Mining	17
Illegal Fishing	18
Land Issues	18
Day 3: Community Benefits and Capacity Building	20
Community Benefits.....	20
Capacity Building Opportunities and Initiatives	22
Conclusions and Recommendations.....	24



Executive Summary

Hanns Seidel Foundation (HSF) and Myanmar Centre for Responsible Business (MCRB) co-hosted a [Multi-Stakeholder Workshop on Responsible Tourism in Ngapali and other Myanmar Beach Destinations](#) on 11 – 13 May 2016 in Ngapali, in cooperation with the newly formed [Myanmar Responsible Tourism Institute \(MRTI\)](#). It brought around 90 participants (67% male/23% female), 30 % of whom were Ngapali residents in the tourism, farming and fishing industry. Participants included local and national-level government officials, and international beach tourism experts and Myanmar-based tourism businesses.

The workshop discussed priorities and challenges for development of responsible beach tourism in Ngapali. It was also intended to provide lessons for other beach destinations in Myanmar, and identify follow-up actions and ongoing initiatives

The workshop was addressed by U Min Aung, Minister of Development Affairs for Rakhine State, who identified the participation of local communities as the only way to develop responsible tourism in Ngapali'. The Minister also mentioned that environmental issues, particularly managing plastic waste, should be a top priority. The discussions over the three days led to the identification of some major challenges and key findings described below.

In the first session “**Ngapali the Destination**”, international experts on coastal tourism, Mike Haynes and Dr Julia Jeyacheya, and regional government representatives U Win Maung Maung and U Tun Tun Oo presented in the first session. They underlined the importance of the development of a comprehensive Destination Management Plan, led by government. However, they also stressed the importance to consult with all stakeholders including scientists, and build partnerships.

Participants identified environmental issues as the main concern for tourism in Ngapali, followed by concerns about benefits for communities and the lack of local participation. international tourism experts outlined the current conditions of Ngapali as a town and a tourist resort. Participants then selected the most important topics. These were:

- environmental degradation
- benefits for communities and
- lack of local participation.

These topics were then reflected in the subsequent two discussions. The session on **Environment, Land and Planning Issues** consisted of two panels, one on environment, and one on land. After the panel discussions a voting session followed to identify major environmental and land issues. In a final exercise participants brainstormed, in small groups, about the main reasons for problems and possible ways to solve these.

Key environmental problems identified by participants were solid waste management, sand mining, illegal cyanide fishing, and water and waste water management. Proposals to improve the situation included better regulation, and strengthening of law enforcement to reduce illegal activities such as sand mining and cyanide fishing. Other proposals were to increase awareness among community stakeholders about environmental and health effects caused by illegal activities and to build a new, modern landfill in Ngapali.

Participants wanted more clarity around land registration issues and public land use. Land dispute management should be improved and land registration made more transparent. A number of participants were particularly concerned about inaccurate land records, lack of information, land grabbing as well as public access to the beach. Furthermore, a Destination Management Plan was needed for Ngapali and should be transparently drawn up, consulting affected communities. The majority of participants favoured the extension of tourism activities along the coastline rather than through high-rise.

In the third session **Community Benefits and Capacity Building Opportunities**, different members of the community, such as fishermen, hotel-, and restaurant owners, voiced their concerns about the development of tourism in Ngapali and possible ways of solving them.

Discussion highlighted needs and technical skill gaps such as the need for local guides with good knowledge of local history. This session shared different training and funding opportunities with speakers and representatives from businesses and professional associations, such as the Hotel Association, the Myanmar Chef Association, the Myanmar Tour Guide Association and others, to present their activities. They highlighted opportunities for training and including for entrepreneurs and SME start-ups. The majority of the participants agreed that the B&B sector should be developed in Ngapali.

Throughout the workshop participants emphasized the need for more participation of local (coastal) communities at township-level and district-level, more dialogue, and more need for win-win solutions to benefit local people. The representatives of the Myanmar government reiterated their national commitment to responsible, inclusive business in Myanmar that would benefit local communities.

At the end of this report are action points intended to serve as a contribution to the planning of Ngapali's development.

Selected slides are included in this report. All presentations are available on MCRB's website <http://www.myanmar-responsiblebusiness.org/news/environment-top-concern-for-sustainable-tourism-in-ngapali.html>



Background

The Myanmar Government has made a commitment to promote responsible tourism, which has been reflected in the 2013 Tourism Master Plan, Responsible Tourism Policy (2012) and the Policy on Community Involvement in Tourism (2013). A workshop to develop the national Master Plan was held in Ngapali in 2013.

In February 2015, Myanmar Centre for Responsible Business (MCRB) published a [Sector-Wide Impact Assessment \(SWIA\) on Tourism](#) based on field research across various tourism destinations, including Bagan, haynes, Mandalay, Ngwesaung and Chaungtha, Kyaiktiyo and Mawlamyaing and Yangon. The report highlighted challenges of rapid growth in tourism from a rights-based perspective. These relate to land, labour, community engagement, and impacts on children and other vulnerable groups. The SWIA, [available online](#), offers recommendations to various stakeholder groups.

On 1st – 2nd December 2015 Hanns Seidel Foundation (HSF) and MCRB co-hosted a [Multistakeholder workshop on community-involved tourism](#) (CIT) in Naypyidaw. The participants came from a wide range of backgrounds and represented the government, development agencies, the private sector, civil society and local communities. They shared experience of community based tourism projects in different states in Myanmar, and also from other countries.

These studies and workshops informed the planning of the May 2016 workshop in Ngapali, as did the particular concerns and interests expressed by the participants:

Table 1: Participant's Concerns

Community Issues	Tourism Issues	Environmental Issues	Land Issues
Developing Responsible SMEs	Safety of Travellers	Waste / Plastic	Access to Information Regarding Land Status
Tackling 'Leakage' of Tourism Income	Food Hygiene	Clean Water / Flooding	Improving Land Registration
Access to Public Beach Area	Inspection of Hotels Types of Licences for Local Operators	Mangroves	Zoning Experiences
Skills Development and Trainings	Local Guest House Licensing		Better Public Beach Planning/ Privatisation
Inclusive Development	Permission for Foreigners to Stay in Guest Houses		Concerns of Land Price Increase
Conflict Between Local Communities and Investors	Expectation for Wider Road Infrastructure		Land Rights Protection
	Development of new Beach Areas		

Workshop Report

The report is structured around three main topics:

- Ngapali the Destination
- Environment, Land and Planning Issues, and
- Community Benefits.

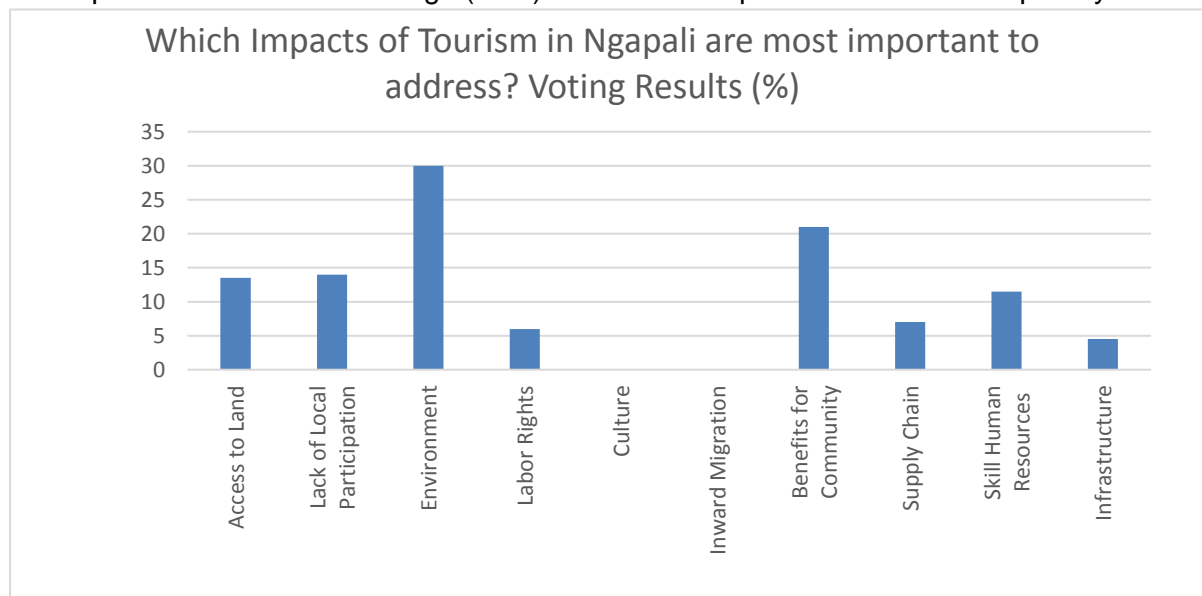
Day 1: Ngapali the Destination

The opening speech by the Minister of Development Affairs of Rakhine State, U Min Aung, emphasised that environmental issues are of special concern for the development of Ngapali. Achim Munz (Hanns Seidel Foundation) and Vicky Bowman (Myanmar Responsible Business) introduced Myanmar’s Responsible Tourism Policy and Community Involvement Tourism Policy, and MCRB’s Tourism Sector-wide Impact Assessment.

Four presentations were made by:

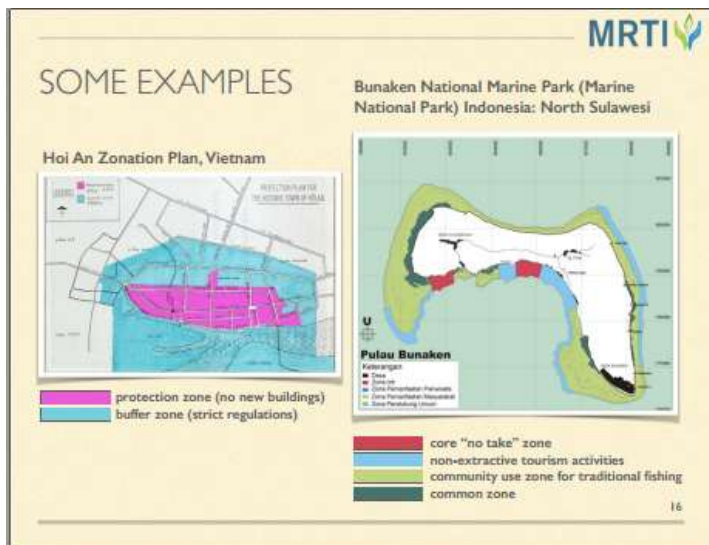
- Mike Haynes (MRTI): “Coastal Zone Planning and Tourism”
- Dr. Julia Jeyacheya (University of Bradford): “Coastal Tourism and Local Impact on Ngapali Beach”
- U Win Maung Maung (Assistant Director of the Department of Hotels and Tourism): “Tourism Planning for Ngapali the Destination”
- U Tun Tun Oo (General Administrative Officer of Ngapali): “Current and Planned Tourism Infrastructure”

Workshop participants then identified the most important tourism related impacts in Ngapali. Most of the participants identified the “Environment” (30%) as the main concern for sustainable development of Ngapali, followed by “Benefits for Community” (21%) and “Lack of Local Participation in Decision-Making” (14%). The workshop focused on these priority issues.



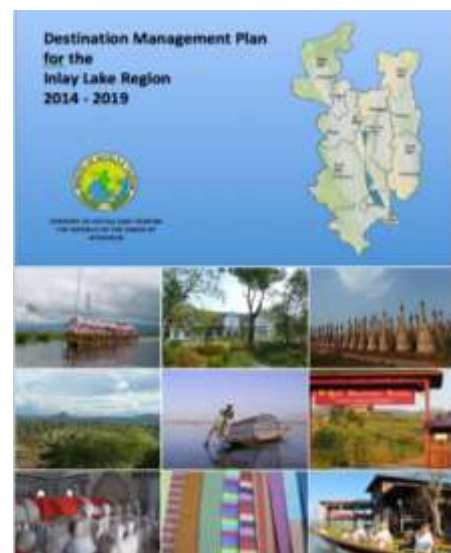
Coastal Zone Planning and Tourism

Mike Haynes highlighted the importance of “Zoning and Destination Management” to avoid negative environmental, social and economic impacts of tourism on local communities. He referred to unsuccessful coastal tourism developments in beach destinations such as Pattaya in Thailand and Mui Ne in Vietnam. Mui Ne for example has lost large parts of its beach due to poor planning and sand extraction.



He also shared examples of tourist destinations which had successfully applied **zoning**. These included zonation plans in Hoi An (Vietnam) as well as Bunaken National Marine Park’s (North Sulawesi, Indonesia). Both zoning plans demarcate special areas, called **protection zones** or **core ‘no take’ zones** where new construction is forbidden.

Mike noted that a Destination Management Plan (DMP) is a shared statement of intent to manage a destination. It defines the roles of stakeholders, identifies actions and allocates resources. He emphasized that all coastal areas require comprehensive community-led DMPs. They should account for environmental and social impacts of the development projects and involve a comprehensive stakeholder consultation process with all stakeholders involved: the government, local communities, civil society and businesses.



Mike Haynes explained the DMP 2014-2019 for the Inlay Lake region¹, the only existing DMP in Myanmar. This is a good local example for Ngapali.

¹ The Inlay lake DMP is available at <http://www.mmiid.org/sites/default/files/Destination%20Management%20Plan%20for%20the%20Inlay%20Lake%20Region%20-%20English%20Language.pdf>

Important points to cover are:

- Vision
- Goals and Objectives of the Visitor Economy
- Legal Context for Operators and Investors
- National Tourism Context in Myanmar
- Description of the Inlay Lake Region
- Regional Key Assets and Tourism Inventory
- Regional Infrastructure
- Health and Safety Issues
- Regional Visitation & Forecasts
- Environmental Issues
- Strategic Directions of the Regional Visitor Economy
- Future Markets and Growth
- Proposed Development Strategies and Actions
- Prioritized Implementation Plan

Coastal Tourism and Local Impact on Ngapali Beach

Dr. Julia Jeyacheya identified a number of issues and challenges for the responsible and community-initiated future development of Ngapali beach. These include lack of direct international flights and lack of an agreed DMP. She shared insights from the scoping study she conducted in 2014 with Dr Mark Hampton² “*Coastal Tourism and Local Impact on Ngapali Beach*”. Some initial practical recommendations taken from the study are:

- *Given the length of coastline in Myanmar and the present undeveloped state of most areas for international tourism, it is recommended that the Ministry, in conjunction with its international development partners, urgently develops a coastal tourism strategy.*
- *It is recommended that a Destination Master Plan be funded utilising expert input from key stakeholders in the existing tourism sector in Ngapali. To address issues of implementation, funding could be sought for capacity building for government planners (both local and central) to be empowered to effectively implement such a Destination Master Plan.*
- *Another practical recommendation is the formation of a Tourism Advisory Board for the sustainable development of Ngapali. Such a board could comprise representatives from the tourism industry, government and the local community. This could enhance the channels of communications between government, local community and the tourism industry.*



Coastal tourism and local impact at Ngapali Beach:
Initial Findings.



Dr Mark Hampton and Dr Julia Jeyacheya, University of Kent, UK.

The scoping visit in November 2014 was fully funded by the University of Kent (Faculty of Social Sciences Research Fund).

² The scoping study and findings come from the article co-authored with Dr Mark Hampton on '[Coastal Tourism and Local Impact at Ngapali Beach: Initial Findings](#)'.

Dr. Julia Jeyacheya stressed that potential problems and existing ones are not unique to Ngapali but also appear in other tourism destinations. These include common issues of unsustainable development such as water, air, and land pollution, deforestation, insufficient waste management, sand mining, blast and cyanide fishing. Examples of poorly planned (mass) tourism destinations are Pattaya (Thailand) and Bali (Indonesia).

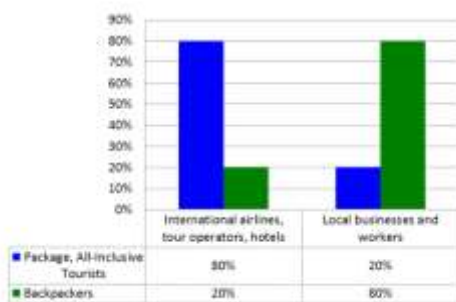
However, Julia said that Ngapali still has time to address these issues before it is too late. Ngapali's communities and policy-makers can adopt an approach based on sustainability which will preserve Ngapali's unique selling point: **an unspoilt coastal destination**. This requires:

- Zonation
- Destination Management Planning
- Environmental and Social Impact Assessment
- Inclusion of the community in tourism, including decision-Making

She encouraged stakeholders to discuss whether Ngapali should become a **Mass Tourism Destination Point** (low value/high number) e.g. Pattaya in Thailand, or **Luxury Tourism Destination** (high value/low number), like the Seychelles. Alternatively, could there be a middle way between mass tourism and luxury tourism. The marketing of Ngapali should also be considered in the context of the strategy for Myanmar's other beaches e.g. Ngwesaung and Chaungtha.

Julia also spoke about 'leakage', the money from tourists that does not arrive at a destination, which varies between the backpacker/independent and the all-inclusive/mass market.

Money from tourists that does not arrive at a destination.



Money that leaves the destination

Package & All Inclusive Tourists:

- Tourists prefer to eat and drink foreign products.
- 40 – 50% of tourist spending is lost from importing food and drink.
- **EXTENDED SUPPLY CHAIN**

Independents and Backpackers:

- Tourists prefer to eat and drink local products.
- Imported food and drink is minimal.
- **LOCAL SUPPLY CHAIN**

THE AMOUNT OF MONEY LOST DEPENDS ON THE DIVERSITY OF THE COUNTRY'S ECONOMY

Tourism Planning for Ngapali the Destination

U Win Maung Maung (Assistant Director of the Department of Hotels and Tourisms) gave an overview of Ngapali, its tourist infrastructure and hotel capacity. Ngapali is one of seven beach destinations in Myanmar. It is still a relatively unspoilt destination, partly due to undeveloped infrastructure. The high tourism season in Ngapali is similar to elsewhere in Myanmar and lasts 6 months (November-May). Ngapali's beach quality is better than elsewhere e.g. Chaungtha or Ngwe Saung.


ငပလီကမ်းခြေရှိ ဟိုတယ်များ
 ၄။ ငပလီကမ်းခြေတွင် ဖွင့်လှစ်ထားသော ဟိုတယ်များမှာ အောက်ပါအတိုင်းဖြစ်ပါသည် -

စဉ်	ဟိုတယ်/တည်းခိုခိုရာအမည်	အခန်း
၁	Amara Ocean Resort	၂၈
၂	Thingaha Ngapali Hotel	၅၁
၃	Hotel At the Rock	၂၂
၄	Amazing Ngapali Resort	၄၉
၅	Ngapali Hill Resort	၂၂
၆	Yoma Cherry Lodge	၁၁
၇	Crescent Cove Resort(Hotel ACE)	၂၀
၈	Silver Beach Resort	၅၀
၉	Bay View Beach Resort	၄၄
၁၀	Linn Thar Oo Lodge	၂၁
၁၁	Memento Resort	၃၀
၁၂	Thande beach Hotel	၇၀
၁၃	Jade Merina Resort	၄၀



Visitor numbers in 2015 in Ngapali were 54,219, 70% foreign, a 6% increase on 2014. The hotel capacity in 2015 was 26 hotels providing 878 rooms, and 19 food outlets. Tourist numbers in 2016 were estimated to increase by almost 30% to more than 70,000 visitors. According to U Win Maung Maung, this would require an additional 767 rooms.

စဉ်	ဟိုတယ်/တည်းခိုခိုရာအမည်	အခန်း
၁၄	Aureum Palace Hotel	၄၂
၁၅	Ngapali Beach Hotel	၆၆
၁၆	Ngapali Bay Villas & Spa	၃၂
၁၇	Sandoway Resort	၅၉
၁၈	Amata Resort	၈၁
၁၉	Laguna Lodge	၁၀
၂၀	Royal Beach Hotel	၂၄
၂၁	Pleasant View Resort(PVR)	၁၄
၂၂	Diamond Ngapali Hotel	၂၄
၂၃	River Top Lodge	၁၆
၂၄	The Residence by Sandoway	၁၄
၂၅	Thiri Yeik Mon Guest House	၁၃
၂၆	Vicinity Manor Ngapali	၁၅
စုစုပေါင်း		၈၇၈



U Win Maung Maung noted that expansion of the current capacities is hindered by bureaucratic processes: the registration of restaurants, hotels, guest-houses and B&Bs is a complicated and time consuming process that needs improvement. An additional issue are current regulations that prohibit foreigners to stay in guest houses.

U Win Maung Maung said that tourism had brought several positive impacts for the community, such as better electricity and internet infrastructure. Due to transport costs, he claimed that products for hotels and restaurants are sourced locally, which creates jobs. The current 26 hotels alone provide employment for 42% of households.

Negative impacts on the environment from expansion of hotel capacity include sand mining, even though this is prohibited, including for the construction of new, small hotels. The current



regulations do not require Environmental Impact Assessments (EIAs) for hotels under 200 rooms. Rules and regulations exist for hotel construction. For example, the distance between the water and hotel walls must be at least 50 meters.

He referred the zoning identified in an earlier draft Ngapali Master Plan³. In that, Zone 1 has a planned capacity of 2600 rooms, Zone 2 allows higher buildings and an additional 2,000 rooms. Zone 3 allows high rise buildings and additional 5,000 rooms and Zone 4 permits resorts and high level buildings.

Current and Planned Tourism Infrastructure

U Tun Tun Oo, General Administrative Officer of Ngapali, gave an overview of Ngapali’s city infrastructure and demographics (see extensive statistics in his [presentation](#)). He noted that Ngapali has improved the

situation for tourists with a Tourist Police presence and upgraded fire brigade. At main intersections there are traffic lights and CCTVs installed. In areas with many pedestrians there are additional speed bumps. The local hospital has increased its capacity by 25 beds. In cooperation with hotels the beach as well as main roads are cleaned twice a month during high season already. However, the local community should be educated on waste management.

He noted that the sand mining ban needed better enforcement. The current fine of 30,000MMK and arrests had not deterred it.

Next steps, action points and recommendations from Day 1

- Use Inlay’s Destination Management Plan (DMP) as example for Ngapali’s DMP
- Allow international tourists to stay legally in all licenced guesthouses
- Simplify registration processes for restaurants, hotels, guesthouses, and B&Bs
- Improve enforcement of construction laws
- Improve enforcement of sand mining ban and increase the penalty
- Promote education and awareness raising on waste management

³ During the workshop, it was suggested that this Plan was not being pursued but its status and genesis remain unclear.

Day 2: Environment, Land and Planning Issues

The second day consisted of presentations and panel discussions on Environmental and on Land and Planning. Presentations included:

- Dr. Jonathan Liljeblad (University of New England): Case Study from Aloguinsan (Cebu, Philippines) Co-Management Model for Sustainable Tourism
- U Maung Maung Thein Pe (Chairman of Coastal Environmental Conservation and Community Development): Sustainable Development Issues in Ngapali
- Than Zaw Han (Thandwe Township General Administrative Officer) on Land Use Management
- Dr. Nyein Zarni Naing (Land Core Group) on Sustainable Land Use for Tourism

Case Study from Aloguinsan (Cebu, Philippines) Co-Management Model for Sustainable Tourism

Dr. Jonathan Liljeblad (University of New England) shared experiences from the Philippines. In Aloguinsan (Cebu) problems arose because of unsustainable development. The main issues are blast and cyanide fishing, water, air and land pollution, deforestation and insufficient waste management. In the case of Aloguinsan, an effective partnership between civil society organisations, international NGOs, government and scientists was the key to finding solutions to the problems. These partnerships focussed on initiatives and specific activities to achieve sustainable development via eco-tourism.



Consider: Aloguinsan, Cebu, Philippines Ongoing Solutions

Sustainable development via eco-tourism:

- Recruit & train fishers as snorkeling/diving tour operators
- Recruit & train housewives as nature/mangrove tour guides
- Hotels/restaurants use local organic food from fishers & farmers
- Hotels/restaurants & tour operators provide tourists education re traditional local culture/history
- Promote local artisans for handicrafts to sell to tourists
- Partner foreign tour operators w local tour operators & businesses
- Use reservation system to limit number of tourist visitors per month



CSO-NGO-government-science partnerships:

- Community CSOs provides capacity support for local/national government (as rangers, field researchers, monitors, local knowledge)
- NGOs (local and foreign) provide expertise to both community CSOs & local/national government
- Scientists work with everyone to ensure environmental health
- CSOs, government, and NGO form Bojo Aloguinsan Ecotourism Association (BAETA)

Jonathan Liljeblad
jmliljeblad@gmail.com

Dr. Jonathan Liljeblad summarised the essential ingredients for successful co-management:

- A common vision
- Willingness to work together
- Social cohesion between all stakeholders
- Governmental support
- Common understanding of power sharing between government and other actors
- Skilled staff
- Formal and informal legal framework
- Protection of rights

Sustainable Development Issues in Ngapali

U Maung Maung Thein Pe (Chairman of Rakhine Coastal Environmental Conservation and Community Development) gave an overview of sustainable development issues in Ngapali. This required good governance, comprehensive planning, capacity-building, infrastructure development and economic development of local communities

He focussed on conservation of the coastal environment and communities, including their local traditions and culture. He viewed Ngapali and its surroundings as having high potential for community-based tourism. He criticized the draft Master Plan for Ngapali, because it had focussed only on hotels and restaurants, and noted that community members' attempts to form a committee to change this situation have failed until today. He highlighted his ideas for bottom-up initiatives for environmental protection including a township-level community management committee with representatives from ward and village level, from hotel and restaurant associations and CSOs/CBOs. He also suggested an award for "Village of the Year" to motivate communities to protect the environment and encourage activities such as garbage collection.

U Than Zaw Han's (Thandwe Township General Administrative Officer) presented aspects of land use management (see his presentation for statistics). He highlighted the importance of including different stakeholders in township development committees. This is in particular the case if these committees are also involved in land confiscation issues. The land management group in Ngapali is comprised of community and farmer representatives and officers from the Land Records Office. A ward head is the chairman of the committee.



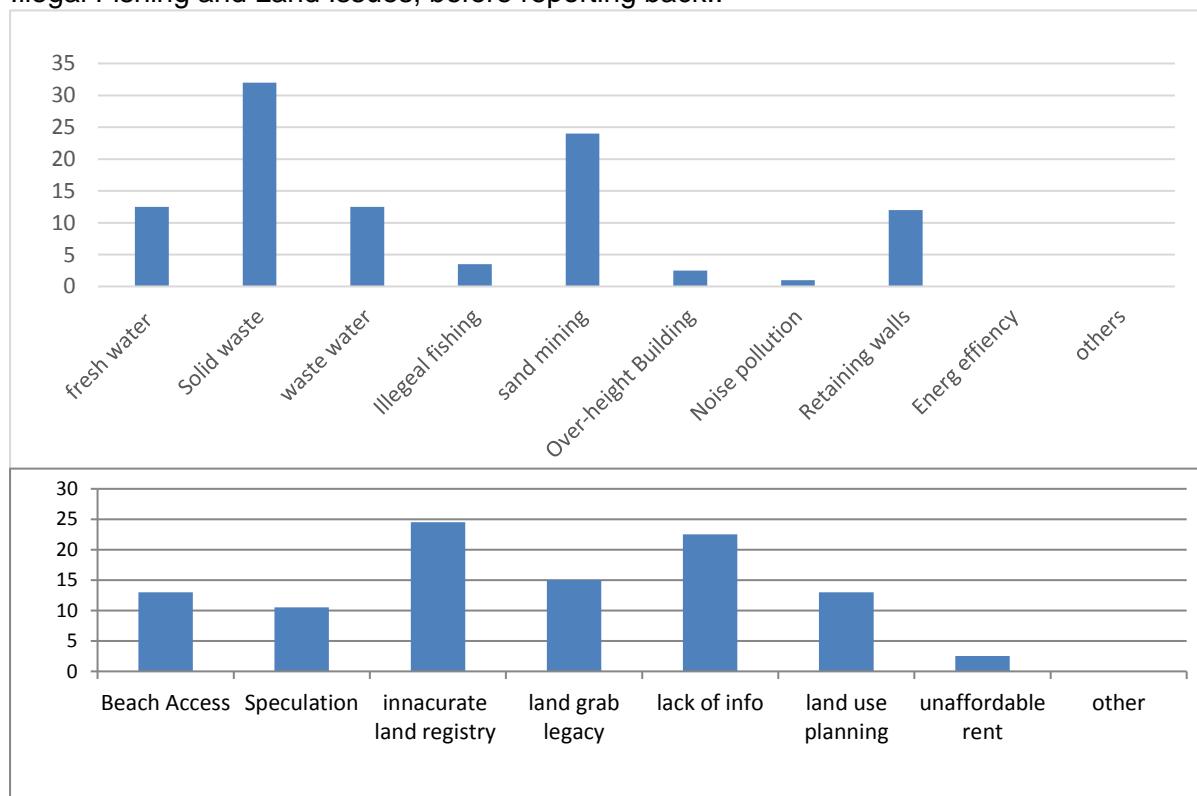
These committees should attend capacity building seminars in order to professionally analyse complaints and land disputes, which could be difficult to solve since there might not always be a *legal* claim. The committee should also be capable to report land issues, supervise land use at ward/village level and other land-related issues such as sand mining and waste management.

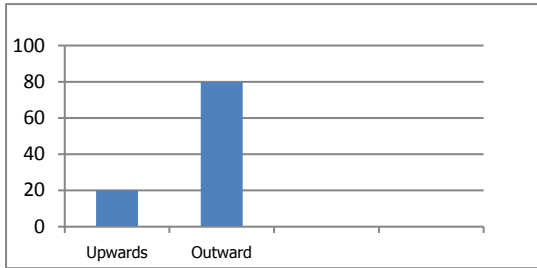
Dr Nyein Zarni Naing (Land Core Group) gave a national perspective about sustainable land use for tourism, noting the problems caused by lack of land use planning on local and regional levels. Furthermore, there is still a lack of accurate information on land ownership which results in land disputes. Land use planning only takes place on the State/Union level, meaning that there is hardly any community involvement. Zoning for hotels and other tourism projects needed local community input to improve communication and avoid conflict and mistrust. Additionally, there is a need for an integrated destination management plan that includes a coastal zone management for Ngapali.

Working Group Discussions

After the panels, workshop participants identified the important issues related to the Environment, and Land and Planning.

They discussed these in breakout groups focussed on Waste Management, Sand Mining, Illegal Fishing and Land Issues, before reporting back..





Participants were also asked whether Ngapali should expand upwards or outwards. Over three quarters (80%) preferred tourism to expand along the coast rather than go high-rise. One of the drivers for local applications to build buildings higher than the ‘tallest palm tree’ limit at the coast is the high cost of land, leading local

entrepreneurs to want to develop taller buildings on smaller plots.

Waste Management

Ngapali’s population of 20,000 struggles with solid waste collection and management. The Thandwe waste collection system has insufficient coverage: there is only one bamboo wastebasket for 10 households. Furthermore, there is no daily waste collection in Ngapali. Instead waste has to be brought to Thandwe, where it does not always get accepted. As a result some waste is dumped in creeks.

A further issue is the location of the landfill. Currently it is close to a hospital and the city. There is dangerous potential for chemical discharge. However, finding a new plot for landfill is difficult due to high land prices.

Community Initiative

A group of representatives from five wards in Ngapali founded “The Ngapali Beach Beautification and Development Committee”. They started fundraising money and doing waste collection on an irregular basis. Local hotel staff support the initiative twice a month. At the moment there are only two trucks (both donated by the hotels) carrying waste from hotels and wards under the management of the Thandwe City Development Committee.

The working group had several suggestions:

- A new modern landfill (4-acre plot) with anti-leakage protection layers (estimated cost 40,000,000 kyats)
- Technical equipment such as trucks and glass crushing machines
- Recycling plants

- Technical expertise
- Better coordination
- Training and raising awareness of recycling in communities in Ngapali
- improved governmental regulation on waste management issues

Potential funding was identified from a proposed waste room charge fee on all hotel/guesthouse guests to be invested in improved waste management.

A training program, led by government and NGOs, was proposed in which participants would be made aware of waste problems and would also learn how to recycle. In the future the separation of plastic waste, cardboard, beer cans, dry and wet waste could become a normal habit. Once that was achieved, useful links can be established: e.g. collected wet waste can be used as fertilizer by hotels and in growing organic products in Ngapali.



Julia Jeyacheya also shared some insights from Bali (Indonesia) on how to successfully manage waste. A modern landfill with lining was introduced at Bali's controversial Suwung landfill (Mount Rubbish – see previous page) along with sorting and recycling plants on-site, financially supported by the Indonesian central government⁴.

Sand Mining

Sand mining was identified as the second most important environmental concern by the workshop participants. It is a very sensitive issue in Ngapali, and a source of tension between hotels and communities. Participants claim that businesses are still illegally extracting sand for use on construction sites. Communities also extract the sand, in lower quantities, for construction work and enlarging private houses and guest houses. The extractions mainly take place in the off-season.



Sand conservation also matters to fishermen. Certain fishing techniques with long nets can only be done in areas with sandy ground. If the ground is covered by rocks and stones the net can get stuck.

⁴ For more details: <http://www.naue.asia/balis-first-modern-landfill-design>

Due to salinity, the quality of beach sand is low and therefore should not be used for construction. Some members of the community are not familiar with sand extraction consequences, and regarded sand as a renewable resource.

Participants agreed that currently the enforcement of the sand extraction ban is weak and fines are too low. For example, it is cheaper to pay a fine than buying sand officially. Legal river sand in Thandwe costs 25,000 kyats per *kyin* (100 baskets). It costs are 30,000 kyats/truck fine vs. 80,000 kyats/truck for legally bought sand. Illegal sand from beaches cost 40,000 kyats/truck.

The working group suggested:

- Better enforcement of the sand mining ban
- Awareness-raising of the environmental consequences of sand mining
- Developing a sand use strategy/plan that includes where/when/how/how much sand extraction can be allowed (e.g. from creeks)
- Using revenue from sand extraction to construct roads (road access and small roads in Ngapali) or to finish construction of a university building in Ngapali.

Illegal Fishing

The environmental and health impacts of illegal cyanide⁵ and blast fishing are significant, due to the use of chemicals and explosives. These activities deplete fish resources – particularly during the breeding season - degrade the water quality, damage coral and may pose a danger to human health. Currently the enforcement of laws is weak.

The working group's suggestions included:

- Awareness-raising of the legal consequences, impacts on health and the environment (including fish breeding) for fishermen, their communities and consumers
- Capacity building for fishermen to enable them to have alternative sources of income
- Assessment of carrying capacity of fishing industry as part of the general development plan of Ngapali
- Better communication between fishermen, civil society and international conservation organisations active in the area (e.g. Flora and Fauna International, and Wildlife Conservation Society)
- Categorization of industrial fishing and tourist fishing
- Introduce new species
- Support freshwater fisheries, fish and prawn breeding

Land Issues

Participants noted that land confiscation and land grabs had taken place in the region around Ngapali. Even though there were processes for resolving land-related disputes, there are several deficiencies:

- After submitting a complaint many people don't receive a response
- Decision-making does not happen on the local level

⁵ Cyanide fishing is a type of fishing which uses potassium cyanide tablets mixed with water. Divers squirt liquid into coral reefs which then stuns the fish. Algae released from coral skeleton (bleaching). Inhalation and skin exposure (divers) can cause breathing difficulties. Limited research. More on the effects of cyanide fishing can be found here: <https://seagrant.uaf.edu/nosb/papers/2011/mat-su-sharks.php>

- The land management committee is only involved in negotiations between two conflict parties
- Sometimes compensation is too low
- Processes are not transparent

Although there are many committees involved in land issues, they have unclear functions. At the same time there is insufficient consultation.

A major problem is the lack of a category of “public land” that could be used to define public beaches. Therefore some hotels have started to block the access to roads and beaches by erecting high fences of 20 feet or more, which violates the principle of free access to beaches. Hotels claim that the fencing helps to reduce traffic noise from the roads.

Another problem is the increasing land prices due to the growth of tourism and speculation by brokers, which impacts small businesses and communities, so that they have to live further from their jobs at the beach. It also reduces the scope for manufacturing industry, so that there are few employment opportunities in sectors other than tourism.

The working group had the following suggestions:

- Supervise land registration at ward and village levels
- Improve assessment of complaints and land disputes
- Improve transparency and information on land ownership
- Improve coordination and consultations with local communities
- Integrate land issues (rules/laws/regulations governing land use/leasing/ownership/registration) in the Destination Management Plan
- Provide information about the draft Master Plan to the local community
- Build beach access lanes
- Ensure consistent regulations in Ngapali and other tourism destinations
- Improve transparency regarding decision making, particularly concerning the level of decision-making (state, district, township)
- Address land price and accommodation inflation
- Address tax fraud
- Improve management of public areas: include more recreation areas for locals
- Introduce an entrance charge or hotel room charge to cover greening/conservation in Ngapali (similar to Bagan)
- Require Environmental Impact Assessment for all hotels, due to Ngapali being an environmentally sensitive zone

Day 3: Community Benefits and Capacity Building

Day 3 consisted of panel discussions on Community Benefits, and Capacity Building options.

Presentations on Community Benefits were made by representatives of:

- Ngapali Hoteliers Association
- Fishery Business Owners
- Local Guesthouse Owners
- Restaurant Owners

Presentations on capacity building, funding options and technical assistance for businesses in Ngapali were made by representatives of:

- Hamsa Hub, a development consultancy
- Myanmar Hospitality Professionals Association
- Myanmar Chef's Association
- Myanmar Tourist Guides Association
- Myanmar Responsible Tourism Institute
- Hanns Seidel Foundatio

Community Benefits

U Min Aung, Minister of Development Affairs for Rakhine State kicked off the panel by setting out his concerns and his vision for maximising community benefits. He saw an opportunity for local authorities to lead policy development on tourism. However, he was concerned about employment opportunities, especially for young people, and by the growing problems for the environment, particularly sand extraction and waste. He agreed that land management needed more attention, and in particular, there should be more consultation with local communities on public land use. He called for local authorities to develop a management plan that indicates which areas of beach could be rented to restaurants and which should be kept for public use.

Ohnmar Khin from the Ngapali Hoteliers Association highlighted the potential community benefits from increased tourism. Firstly, tourism creates skilled, semi-skilled and un-skilled jobs (1904 jobs at 26 hotels). Hotel employees develop skills on the job and receive additional training. Tourism increases the demand for services provided by local businesses such as vehicle rental, restaurants, food production and handicrafts.

The hotels in Ngapali had individually and collectively made community contributions including a free medical dispensary, mobile medical team, waste/rubbish collection trucks, potable water, and free English classes. They had created shared value to benefit both the hotels and the community by repairing electric cable lines in the area, co-financed with the government.

In order to promote "Destination Ngapali", hotels participate in overseas trade shows. Furthermore, they support construction regulations to build new houses in line with traditional architecture, and the introduction of B&B. They would like to cooperate with the government and other stakeholders for example on the issue of noise reduction.

A representative of **local fishermen** highlighted conflicts between the fishing industry and hotel/tourism industry during fishing seasons. Fish drying coincides with the high season, but fishermen could not find 15 acres of beach space elsewhere for fish drying. Additionally, they need space in the harbour for about 300 boats. Lontha village could be rejuvenated for fish-

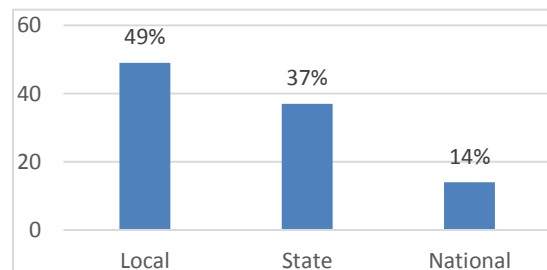
drying. Fishermen should also be educated on harmful effects of cyanide use. At the same time the government should improve regulation and the monitoring of the use of chemicals.

A **local guesthouse owner** said that currently there are only a few guesthouses. This is because they are only allowed to cater to Myanmar citizens, and there are high costs for licenses for foreigners. The estimated cost of a licence is 10,000,000 kyats. However, elsewhere these costs differ. Local guesthouse owners want to provide licensed accommodation for international tourists. They suggest setting up a one-stop shop for the licencing process. They would like training issues related to noise, parking, hygiene etc.

A **local restaurant owner** expressed concern about unfair competition due to lack of tax payment by informal food stalls on the beaches. Big challenges for restaurant owners are water supply, electricity and waste collection. There were 28 local restaurants who were interested in – but unclear about - forming an association and joining the national level Myanmar Restaurants Association. They planned to cooperate on waste which could result in benefits for the community.

After the panel discussions, workshop participants voted on several issues related to accommodations and licensing in Ngapali.

- Three-quarters of the participants (76%) supported a development of the B&B sector in Ngapali.
- The majority of the participants (71%) believe that there should not be restrictions for foreign visitors in the choice of accommodation i.e. between MoHT licensed guesthouses and municipality licenced guesthouses
- A similar number (72%) preferred to have all types of accommodation to be uniformly licensed by the same level of government, either local government (49%) or state government (37%):



Capacity Building Opportunities and Initiatives

Speakers presented on the initiatives available to support the tourism sector in Ngapali and local community members looking to set up business.

HamsaHub

- Funding and capacity building opportunities offered by the Tourism Product and Package Innovation Competition and the Business Innovation Facility (BIF) supported by UKAid.
- <http://www.bifprogramme.org/projects/tourism-product-package-innovation-competition>

Myanmar Hospitality Professionals Association

- Tourism and hospitality trainings
- Housekeeping training
- Trainings on business improvement (SME)
- Provide entrepreneurship training in Bagan and Inle (with ILO-certified trainers)
 - see also ILO [Start and Improve Your Business](#) (SIYB) entrepreneurship training
- <http://mtde.com.mm/en/myanmar-hospitality-professionals-association>

Myanmar Chefs Association www.myanmarchefs.com

- Cooking training
- Education and vocational training
- Training for deaf and blind chefs (Yangon)
- Sponsors budding chefs from Ngapali to participate in Yangon food competitions
- Free training
- Assistance with finding sponsors
- Works with the national and global networks of chefs

Myanmar Tourist Guides Association www.myanmartouristguidesassociation.org

Ngapali needs more local guides with good knowledge of the region (history, culture, agriculture, cottage industry and traditional businesses, way of life, arts and crafts, food etc.). They need capacity building and English language training

- Offers training for local/regional guides to explain local history, local products, exposure to local experiences (e.g. coconut plucking and eating, furniture and handicrafts making activities)

Myanmar Responsible Tourism Institute www.myanmarresponsibletourism.org

- Handbook for B&B owners in conjunction with Hanns Seidel Foundation (HSF).
- Resources online <http://www.myanmarresponsibletourism.org/learning-resources/>
- Organises and conducts education and training programs related to
 - Responsible tourism
 - Destination management
 - Heritage and cultural management
 - Community-based tourism
 - Tourism and human rights
 - Methodologies and multi-stakeholder meetings

Hanns Seidel Foundation - Community-Based Tourism

Achim Munz of Hanns Seidel Foundation showcased the Thandaung-gyi B&B Training Project, which had involved hotel experts from the Shangri-La to train Thandaung-gyi B&B staff on marketing services.

Other Resources to support Community Involvement in Tourism

The Myanmar Government adopted a **Community Involved Tourism (CIT) Policy**

Myanmar [Community Tourism Tea Shop](#) group on Facebook which carries a [number of resources](#): anyone with an interest can join,

Tourism Transparency www.tourismtransparency.org maintain a network of Community-Based Tourism projects across Myanmar, with regular meetings and sharing of knowledge

Manual on Sustainable Management in the Hospitality Sector in Myanmar. Developed by GIZ with the Ministry of Hotels and Tourism and Myanmar Tourism Federation for hotels in Inle Lake, but is of wider application. Available in [English and Burmese](#)

Chu Chu aka Kyut Kyut social enterprise (FaceBook: @KyutKyutmm) Dalla (Yangon) based initiative creating designer products out of plastic waste

Disability-Inclusive Tourism

<https://www.facebook.com/AccessibleMyanmar/>

[CSR-D Guide for Businesses in Myanmar \(bilingual\)](#)

Conclusions and Recommendations

The three days of discussion highlighted the main problems for achieving sustainable tourism in Ngapali. These have the same root causes:

- Lack of integrated planning
- Lack of community consultations
- Lack of awareness of sustainability

The contribution of international experts involved in tourism development in other beach destinations, and discussions in the workshop suggested that the most effective way to address these issues facing the development of sustainable management in Ngapali would be a **Destination Management Plan**, to guide the activity of a cross-sectoral and multistakeholder **Destination Management Organisation** which does not currently exist for Ngapali, or for other destinations in Myanmar.

Such a Destination Management Plan (which currently exists only in Myanmar for Inlay Lake) would complement the Socio-economic Development Plan currently being drawn up by the Rakhine State Government should cover issues such as:

- the market Ngapali is aiming at (mass market, luxury, or a hybrid)
- land use, zonation and planning including building height and style restrictions
- environmental protection (especially sensitive areas such as mangroves), water capture, storage and use, and waste management including landfill
- construction standards and sources of materials, including protection of beach sand
- carrying capacity of fishing industry
- human capacity development.

To ensure this plan achieves high levels of environmental and social protection, it might be useful for the Ministry of Natural Resources and Environmental Conservation to require it undertake a formal **Strategic Environment Assessment** of the DMP (an SEA is a new process introduced under Chapter X of Myanmar's 2015 EIA Procedure) to identify and assess the potential environmental and social impacts of proposals to increase tourism in the Ngapali area, and to ensure that these are appropriately managed and monitored. Such an SEA would provide guidelines for individual tourism infrastructure projects including accommodation.

Some of the actions identified as necessary to promote sustainable development in Ngapali require action at Union level, particularly actions to improve land use planning, and registration. Environmental regulation for example concerning hotel standards in beach areas, and waste water, needs further study.

Some excellent local initiatives are already underway, such as the purchase of garbage trucks by local hoteliers and the Ngapali Beach Beautification Committee, in collaboration with the municipality.

In the **short-term**, a number of actions are recommended at Ngapali level, which should involve consultation of affected stakeholders and transparency. These were also mentioned in the feedback forms as participants' priorities:

- *Need more shocking pictures for local community to understand how bad mass tourism can be. Only words do not help them to understand*
- *Local administrators should work and develop together with community;*
- *Need for training on personal hygiene to locals and awareness raising on the side effects of MSG use in restaurants;*
- *More implementation after discussion. Waste issue is main issue to start with;*

- *More discussion/knowledge sharing/ technical help should be done in Ngapali;*
- *Permission for the guest houses to accept foreign tourists;*
- *More transparent information for planning in Ngapali and community needs to know clearly and more discussion for action planning;*
- *Hoteliere should give trainings, share knowledge to community/more training activities during upcoming rainy season are expected;*
- *Need for vocational and tourism knowledge training, seminars, workshops, talks very often. Also need infrastructures such as water, electricity, roads, transportation and all need to inclusive and participate. Local people, business, government and etc.*
- *Everyone is important to develop Ngapali even though we discussed a lot.*
- *MyaPyin village still doesn't get purified water. Need to be solved soon*
- *Transparency in land management and master plan.*
- *Want to see Ngapali always beautiful. All need to work together.*
- *Very good and more transparency about business in Ngapali.*
- *Retaining walls/ hotel walls should reconsider again. High buildings shouldn't be allowed.*
- *B&B should be allowed in Ngapali.*
- *Waste issue should be managed by city development committee properly.*
- *Got chance to talk with officials about issues. Should do it often. Environmental issues should be solved by educating community.*

Recommended action points

To Hotels

- Step up local training efforts
- Adopt sustainable practices including on waste water and reduced water use.
- Abide by the 2004 Coastal Beach Directives and construction regulations, in particular concerning building height, beach walls and use of beach sand for construction

To Ngapali and Thandwe General Affairs Department

- Improve enforcement and monitoring of the ban on beach sand mining including increasing fines
- Ensure protection of public access to the beach area (e.g. protecting designated public lanes to the beach and removing any development disturbing the flow of natural creeks)
- Protect space for fish drying
- Improve land registration
- Settle remaining land disputes

To Department of Fisheries

- Improve enforcement and monitoring of illegal fishing , particularly cyanide and dynamite use

To the Ministry of Hotels and Tourism

- Simplify licensing requirements for accommodation to focus on safety and other key risks, and leave licensing itself to municipality level for all types of hotel and guesthouse, to ensure that there are no distinctions between guesthouses which can and can't legally accept foreigners

Local government, civil society organisations and tourism businesses in partnership

Raise awareness and encourage collective action by communities on sand mining, illegal fishing practices, and waste (including promoting Reduce Reuse Recycle, and Trash Heros) .



The Myanmar Centre for Responsible Business (MCRB) was set up in 2013 by the Institute for Human Rights and Business (IHRB) and the Danish Institute for Human Rights (DIHR) with funding from the UK, Denmark, Norway, Netherlands, Switzerland and Ireland. Based in Yangon, it aims to provide a trusted and impartial platform for the creation of knowledge, capacity, and dialogue amongst businesses, civil society organizations and governments to encourage responsible business conduct throughout Myanmar. Responsible business means business conduct that works for the long-term interests of Myanmar and its people, based on responsible social and environmental performance within the context of international standards.



The Hanns Seidel Foundation (HSF) aims to contribute in an active and effective way to international cooperation and understanding with its programmes and projects in Myanmar. Its first involvement to provide development assistance in Myanmar dates back to 1994 with capacity building activities for the Ministry of Foreign Affairs, at the time when Myanmar was preparing to apply for membership with the Association of Southeast Asian Nations (ASEAN). The Foundation has had a representative office in Yangon since October 2012 and was the first German political foundation to establish a representative office in Myanmar.