

6th -8th JUNE 2018

3rd NATIONAL CONFERENCE ON COMMUNITIES AND TOURISM

KALAW, MYANMAR



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INTRODUCTION

A GROWING NUMBER OF COMMUNITIES IN MYANMAR ARE GETTING INVOLVED IN TOURISM DEVELOPMENT.

Local people are opening up their businesses in the tourism sector value chain aiming to increase their incomes and improve their lives. To provide better accessibility to tourism destinations and to provide members of communities with better and more sustainable opportunities to engage and invest in the tourism sector, appropriate development and improvement of infrastructure is just one of many issues that need to be tackled. Regulatory restrictions, lack of skilled human resources as well as marketing and technology gaps are still posing hurdles to full development - though past activities promoting the participation of communities in tourism have already proven fruitful.

At present there are various tourism development initiatives that support, enhance and invest in the growth of tourism in Myanmar communities and foster local entrepreneurship - a cornerstone of responsible and sustainable tourism as it states a bottom up approach where local people and communities are able to grow their business and are an active part of the destination planning. All that these initiatives shall have in common is the ambition to turn communities into better places for local people to live in and better places to visit. But there is yet little exchange on best practices and experiences in the Myanmar context. Therefore the National Conference on Communities and Tourism (NCCT) is a planning conference aiming to connect various stakeholders actively involved in tourism development in Myanmar and stimulating constructive dialogue on how to seize opportunities and overcome obstacles.

HISTORY OF THE CONFERENCE

In December 2015 the first “Community Involvement in Tourism Multi-Stakeholder Workshop” was held in Nay Pyi Taw with the support of the Hanns Seidel Foundation (HSF) and the Myanmar Centre for Responsible Business (MCRB). This initial workshop provided a platform for six pilot tourism projects in communities to present their current status. Local community representatives and partners shared their perspective of on-the-ground impacts of projects in their regions, and community tourism practitioners identified regulatory and policy changes they would like to see at national and local government levels to support community-based tourism.



In June 2017, 18 months after the first conference a 2nd National Tourism Conference was held in Nay Pyi Taw with more than 120 participants. The 2nd conference helped to promote learnings from successful projects and inspired the development of new community tourism products, as well as built links between them and their target markets.

The Conference Report of the 2nd National Conference on Communities and Tourism is available at:

<https://southeastasia.hss.de/myanmar/publications/>

OBJECTIVES OF THE CONFERENCE

THE NATIONAL CONFERENCE ON COMMUNITIES AND TOURISM

provides a platform to discuss the interface of communities and Tourism in Myanmar by bringing together tourism related stakeholders in communities that have recently started to receive visitors or are already a well-known tourism destination. The intention is to stimulate a dialogue on opportunities and challenges of responsible tourism development in communities, including practical issues such as operations and licensing of tourism businesses and capacity building options within the communities. Discussions will furthermore focus on how to involve community members that are not part of the tourism development as well as initiatives that engage larger parts of the communities or are community based. This exchange will also allow to identify potential areas for cooperation and partnership among different actors outside of the communities to support small and micro businesses on a local level. In addition there will be space and input to critically discuss environmental and social issues with regards to tourism destination planning in communities. The results of the 3rd National Conference on Communities and Tourism will be documented in a white paper for the sector.

OPPORTUNITIES AND CHALLENGES

OF RESPONSIBLE TOURISM DEVELOPMENT

EXPANSION OF TOURISM VALUE CHAIN

LOCAL ENTREPRENEURSHIP: OPERATING A TOURISM BUSINESS

INCLUSIVE PARTICIPATION IN TOURISM DESTINATION PLANNING PROCESS

ADDRESSING ENVIRONMENTAL AND SOCIAL ISSUES

COOPERATION AND PARTNERSHIP

SUPPORTING SMALL AND MICRO BUSINESSES ON LOCAL LEVEL

HOSTING COMMUNITY: KALAW

This year the National Communities and Tourism Conference is taking place in Kalaw, Taunggyi District in Shan State.

Kalaw is an emerging tourism destination, popular among both domestic and international tourists. It is an example of a community using the opportunities tourism development holds. By serving the needs of visitors the community directly and indirectly benefits from tourism. During the conference members of the community will share their experiences, challenges and successes in the tourism sector. At the same time participants of the conference will have the chance to first-hand experience the local tourism initiatives on ground.

IN THE MIDST OF A BEAUTIFUL PINE LANDSCAPE

at 1320m altitude, Kalaw was founded at the western edge of the Shan Plateau as a hill station and summer residence by the British during colonial rule. A number of churches such as Christ the King Church and various British style buildings are the remnants of this period - creating a unique cityscape by contrasting the traditional South-East Asian architecture. A pleasantly cool and refreshing climate especially during hot summer month, a laid back atmosphere and breathtaking scenic views offer ideal conditions for an exciting yet relaxing stay for tourists and travellers. Especially for those who have their hiking boots ready at all times,

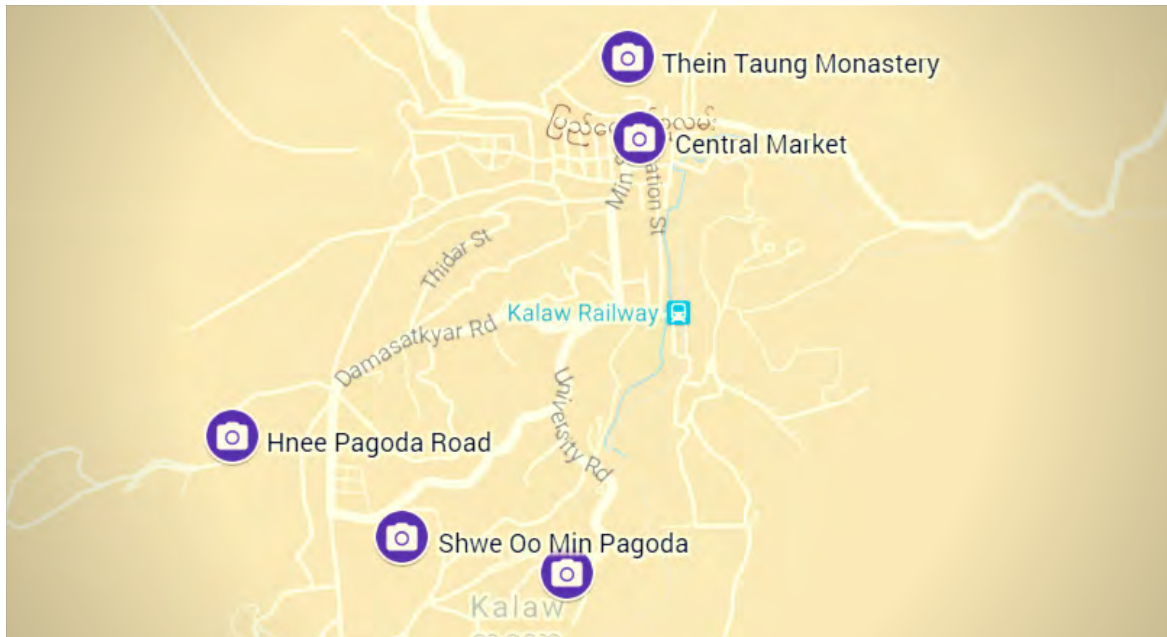
Kalaw and its surroundings offer numerous opportunities to explore one of the most beautiful mountainous regions of Myanmar and its picturesque hillside villages. In the town itself a multi-ethnic population has settled. A mix of Shan people, Indian Muslims, Barmars and Nepalis populate the city whereas the area around Kalaw is home to diverse ethnic groups such as the Pa O, Palaung, Taunggyo, Dan-u and Ter O.

POINTS OF INTEREST IN AND AROUND KALAW

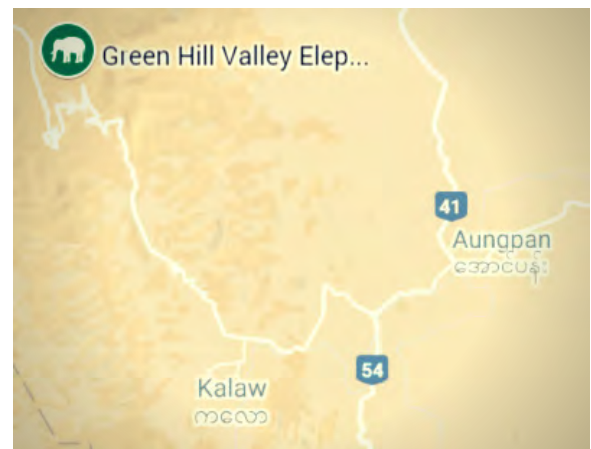
SHORT EXPLORING WALKS in and around Kalaw can easily be done independently and are a highlight itself. For some excellent views of Kalaw, its market and the surrounding green valley you can head up to the **THEIN TAUNG PAGODA** which is north of Union Highway, the main road through Kalaw, and hosts a Buddhist monastery.

A pleasant walk south west of the central market takes you to the **HNEE PAGODA**, in which you will find a 500-year old bamboo Buddha, and the **SHWE OO MIN CAVE PAGODA**, set high on a limestone ridge above Pone Taloke Lake. This winding complex of natural caves and tunnels is filled to bursting with buddha images in an astonishing variety of shapes, sizes and materials. At the latest count, the caves contained more than 8094 statues, some left centuries ago by local pilgrims and others newly installed by Buddhist organisations from as far as Singapore, the Netherlands and the USA.

On these walks and in the surrounding hills you will find reminders of British colonial times, such as restored cottages and different kinds of religious monuments like the **CHRIST THE KING CHURCH** on University Road.

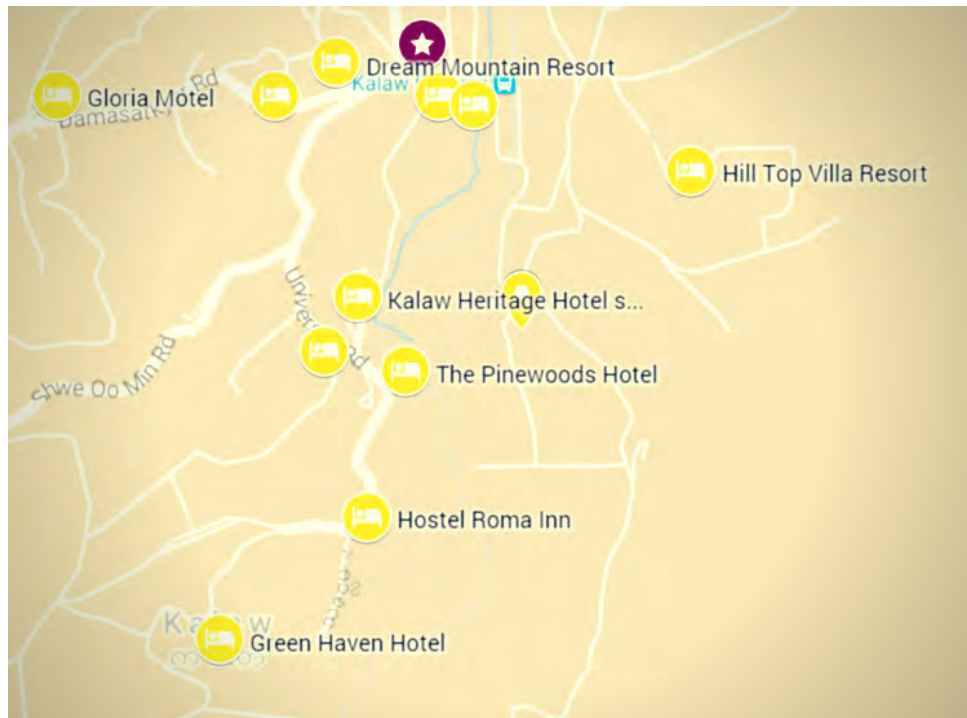


One example for Myanmar's new drive for ethical eco tourism is the [GREEN HILL VALLEY ELEPHANT CAMP](#). A 40-minute taxi ride from Kalaw, the camp was founded in 2011 by a local family with the desire to protect the local environment and care for ageing elephants that are no longer fit to work in the countries timber camps. All activities are conducted primarily with the animals' welfare in mind.

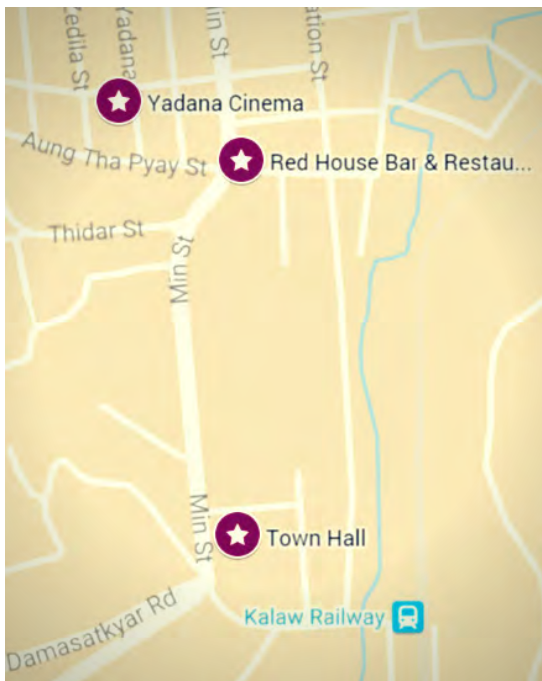


Because it offers such an interesting and scenic route to another one of the Myanmar's tourist highlights, the hike to [INLE LAKE](#) tends to be the most popular long-distance trek in the area. It typically takes a minimum of two days, including an overnight stay at a local village homestay or a monastery.

ACCOMMODATIONS & CONFERENCE VENUES



The accommodations for our conference participants are spread throughout Kalaw. However, there is no need to worry about the transportation to our venues. In the mornings shuttle busses will pick you up from your accommodation and take you to the **TOWN HALL**, our main venue. On day two and three of the conference these busses will furthermore commute between our additional venues **OLD CINEMAN "YANDANA"** and **RED HOUSE**.



SPEAKERS & FACILITATORS

U Tint Thwin, Director General, Ministry of Hotels and Tourism



H.E. Dorothee Janetzke-Wenzel, Ambassador of Germany to Myanmar

Married, two children

- 1974 German High School Matriculation (Abitur)
- 1975 - 79 University Studies at Heidelberg University, DEU
- 1979 Diploma in Applied Linguistics and Development Economics (minor)
- 1980 - 82 University Studies at the University of Wisconsin, Madison, USA
- 1982 MA in African Studies
- 1983 - 84 Academic Exchange Office of the University of Mannheim, Germany
- 1984 - 86 German Federal Foreign Office: Preparatory Course the German Foreign Service
- 1986 - 87 German Federal Foreign Office: United Nations Division
- 1987 - 89 German Embassy Daressalam, Tanzania
- 1989 - 92 German Embassy Vienna, Austria
- 1992 - 95 German Federal Foreign Office: Crisis Response Centre
- 1995 - 98 German Embassy Washington, USA
- 1998 - 01 German Federal Foreign Office, Deputy Head of Section - International Academic Relations
- 2001 - 04 German Federal Foreign Office, Head of Section - Human Resources (diplomatic personnel)
- 2004 -07 German Federal Foreign Office, Director General for African Affairs

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- 2007 - 08 Visiting Professor for International Relations at the German speaking Andr ssy Gyula University Budapest, Hungary
 - 2008 - 11 German Embassy Budapest, Hungary: Ambassador (Head of Mission)
 - 2011 - 14 German Embassy Abuja, Nigeria: Ambassador (Head of Mission)
 - 2014 - 17 German Embassy Helsinki, Finland: Ambassador (Head of Mission)
 - Aug. 2017 German Embassy Yangon, Myanmar: Ambassador (Head of Mission)



[Achim Munz, Resident Representative Hanns Seidel Foundation \(HSF\) Myanmar](#)

Mr Achim Munz is the resident representative for the Hanns Seidel Foundation (HSF) in Myanmar. The international cooperation activities of the HSF seek to promote humane living conditions and to contribute to sustainable development by strengthening peace, democracy and social market economy. The current work of HSF Myanmar focuses on decentralisation and federalism, ASEAN and on responsible tourism. Previous to his employment with the HSF, Mr Achim Munz was an associate consultant with TRC Tourism in Vietnam. TRC Tourism is a leading tourism development and planning consultancy in Asia and Pacific. Mr Achim Munz worked on over 45 tourism planning and environment consultancies mainly in South East Asia and New Zealand. He also held the position as Chief Representative for TRC Tourism in Vietnam and worked for three years as a staff consultant in the New Zealand Office. Mr Achim Munz gained his academic background in Germany, UK and New Zealand. He holds a Postgraduate Diploma and Master degree in Tourism from the University of Otago.



[U Nyunt Win Naing \(Chairman, Myanmar Responsible Tourism Institute \(MRTI\)\)](#) known professionally as Ko Nyunt, has worked in the hospitality industry since 1995. He has explored many landmark tourism destinations in both Europe and northern Africa, using these experiences to bring further knowledge to students of tourism in Myanmar. His principle interests are agri-tourism and community based tourism which he studied at Bologna/Bertinoro University in Italy. He is qualified as a National Master Tourism Trainer and as an Asean National Assessor for human resource development in the tourism industry. Currently Ko Nyunt is working as a chairperson at Myanmar Responsible Tourism Institute – MRTI and sharing knowledge, conducting training and providing best practice with the team for responsible tourism development in Myanmar.



[Daw Pyone Kaythi Naing](#) is a Member of Parliament of the Lower House (NLD) from Kalaw, Shan State, representing Kalaw constituency and Member of the International Relation Parliamentary Committee and the Asian Inter-Parliamentary Assembly Committee. Formerly director principle of Kanbawza Private High School. Previously held posts with international non-governmental organization in the fields of Education, Public Health, Small Industries and Agriculture in 1997-2004. Graduated from Yangon University with a major in English Literature and has participated in exchanges and study tours in Israel, Japan and the USA.

[U Htin Aung Naing, Director of Hotels and Tourism Shan State](#)



[U Khin Maung Chin, General Manager, Kalaw Hilltop Villa](#) was born in Kalaw and has started his career in the hospitality industry in 1994 at the second oldest hotel in Myanmar and a landmark Hotel in Kalaw: the Kalaw Heritage Hotel since 1903 (formerly known as Kalaw Hotel). After he had gained further experiences throughout Myanmar in different positions, he returned to his home town as a General Manager of the Hilltop Villa Hotel, which offers one of the best views above the town. Khin Maung Chin is one of the key persons behind the Kalaw Tourism Organization, driven by the love to contribute to his hometown.



[Ulrich Morgentaler \(Founder and Manager, Arakan Nature Lodge\)](#) was born in 1964 in Switzerland. Uli, a palliative care nurse by profession, entered hospitality in 2011. He was appointed as SPA planner and massage trainer in a high-end hotel in Ngapali. After two seasons he went to teach in other Hotel SPAs, like Governor's Residence and Bayview Hotel. With the insight into the current state of beach hotels in Myanmar, he got strongly motivated to look for an alternative way, asking himself the question: Isn't there a better, more sustainable, healthy and happy way to be a beach tourist? His experiences in Ngapali lead him into a passionate research of what is a true Eco Lodge. He took part in a world conference of The International Eco Tourism Society where he took a workshop with famous eco architect Hitesh Meta. Shortly after he boldly went ahead building Myanmar's first true eco lodge - Arakan Nature Lodge in Gwa, South Rakhine State.

[U Nyi Nyi Aung, Deputy Director, SME Center Taunggyi](#)



Mike Haynes (Senior Advisor, PEM Consultant on behalf of GIZ)

is a Heritage Management and Responsible Tourism Consultant who has been working to promote sustainable destination management in Myanmar since 2013. Working from a development perspective, Mike believes we need to work together to define clear roles of responsibility in tourism to make sure host communities can benefit more equitably from tourism, supporting good business environments for development of micro and small businesses. He is currently a Senior Advisor for PEM Consultant, working on behalf of GIZ in Myanmar.



Sebastien Moineau, Team Leader, Business Innovation Facility (BIF)

is a third culture individual passionate about transformational changes and the integration of ecology and economics. He has lived and travelled in over 40 countries before committing to work in fragile and conflict affected situations in Asia and the Indian Ocean. Sebastien is currently the Team Leader of the UK-aid funded Business Innovation Facility (BIF) in Myanmar, a private sector development programme operating in the garment, tourism and bamboo sectors. Sebastien is also the Director of Asper Consulting, a market systems and innovation strategy advisory company for the private and public sector. Sebastien provides solutions that promote green and inclusive economic growth, productive employment and decent work for all. His creativity is grounded in a solid understanding of systems' thinking as well as practical experiences of technical, economic and financial challenges related to agriculture, manufacturing and services. He's authored an OECD publication for the 4th High Level Forum on Aid Effectiveness in Busan. Sebastien has been working in Myanmar since 2014.



Ms. Thi Thi Thein (Independent Tourism Researcher and Consultant) is based in Yangon, Myanmar. Her area of research focuses on social research as well as business and human rights. Prior to this position, Thein was the Manager (Sector-Wide Impact Assessment - SWIA) at the Myanmar Centre for Responsible Business for two years. There she oversaw the local research teams in conducting business and human rights assessments including assessment on the Tourism sector in Myanmar. She has also worked as an Independent Education Consultant. Base Manager in Southern Chin State for Solidarites International (INGO) and 14 years in the airline industry. Thein has a Masters in Social Work from the Fordham University, Graduate School of Social Service, USA and a Masters in Public Administration from the Yangon Institute of Economics, Yangon. She is also a Fulbright Alumni.



Khin Myat Myat Naing @ Chilli, Travel Blogger
Food Influencer of the year Award (2017) (Myanmar Influencer Awards 2017)
Shortlisted Travel influencer of the year 2017 (Myanmar Influencer Awards 2017)
Founder of Gowithme & My Khayee
Social Media Specialist and blogging since 2008
Travelled over 20 Countries
Core-Team member of the organizer of Bar Camp Yangon
Trusted Blogger on Nomads Travel Viber Public Chat
Fellow of TAT (Tourism Association of Thailand), Fellow of MBS (Myanmar Blogger Society),
Participate in World Tourism Day (2016) and Women Journey Thailand (2017)



U Zaw Myo Latt (Deputy Director, Promotion Department, MoHT) works as Deputy Director for the Tourism Promotion Department of Directorate of Hotels and Tourism under the Ministry of Hotels and Tourism, Myanmar. He got his Bachelor Degree in Economics from Yangon University in 2003 and received the Master of Business Administration in Entrepreneurial Management from Mae Fah Luang University, Thailand in 2015. He has been working for the Ministry of Hotels and Tourism since 2005 and is experienced in tourism related fields since 13 years. His recent responsibilities include promoting new destinations and upgrading existing ones.



Daw Yin Myo Su (Managing Director Inle Princess Group, Founder Inle Heritage Foundation) is passionate about women's empowerment, economic development, heritage and environmental preservation, art, culture and citizen engagement. She is also a strong advocate for sustainable and responsible development practices. Furthermore, she has taken a leading role in reintroducing the Burmese Cat back to Myanmar and protection of the unique and at risk marine life of Inle Lake. As a Chairperson of the Inle Heritage Hospitality Vocational Training Centre she passes her knowledge to future generations while equipping aspiring hospitality workers from Shan State to develop the necessary technical and human service skills. Moreover, she is also the founder of Inle Heritage Private School (Bamboo School) a unique child centered education institution aiming to trigger curiosity, innovation, and critical thinking among students, and to raise awareness of resources available in the Inle Region as well as the ways of using them among local community. Yin Myo Su, is an active public speaker on subjects dear to her heart and recipient of several local and international awards in recognition of her work in hospitality, heritage preservation, women's empowerment and leadership.



[Vicky Bowman](#) has been the Director of Myanmar Centre for Responsible Business (MCRB) since July 2013. Prior to that she led global mining company Rio Tinto's policy approach to transparency, human rights and resource nationalism/resource curse issues from 2011. She was Director of Global & Economic Issues and G8 sous-Sherpa for the United Kingdom from 2008-2011 and Head of the Southern Africa Department in the Foreign and Commonwealth Office of the UK Government from 2006-2007. Vicky served as ambassador of the UK to Myanmar from 2002-2006 and as second secretary in the Embassy from 1990-1993. She has also worked in Brussels as Member of Cabinet of European Commissioner Chris Patten (1999-2002) and as press spokeswoman for the UK representation to the EU (1996-1999). Vicky has an MA in Natural Sciences (Pathology) from University of Cambridge, holds an honorary doctorate from the University of Bradford, and is an Honorary Fellow of Pembroke College. She speaks Burmese and is married to Myanmar artist Htein Lin.



[Dr. Andrea Valentin, Consultant, Lux Dev/GIZ/IT](#)



[Gabriel Than Hlaing Oo \(Consultant, Lux Dev/GIZ\)](#) is currently working as a Lead Researcher for Sexual Exploitation of Children Online and in Travel and Tourism for ECPAT International and Myanmar Responsible Tourism Institute. He is also working with Lux-Dev and GIZ as a consultant for Myanmar CBT Standard project. He is a development professional in the NGOs sectors with 18 years working experience in humanitarian assistance, community development, program management, trainings on Child Safe Tourism, Orphanage Tourism, Organizational Leadership, counseling, research on Sexual Exploitation of Children in Tourism and Myanmar CBT Standard. He received a Master Degree in Development Management from Ruhr University of Bochum, Germany. He is passionate about sustainable development, humanitarian assistance and responsible tourism.



[Winnie Mai \(National Project Assistant, ITC, Co-Author of “Fresh from the Field”\)](#) is the Project Coordinator at International Trade Centre for Myanmar Inclusive Tourism Project focusing on Kayah State(Consolidation) and Tanintharyi region (extension). She worked with ITC for 3 years as Project Assistant. During the past three years, she worked in the office and field, helping to mobilize local community members, developing community-based cultural tourism activities, training tour guides, and tour operators, organizing private-public dialogues. Winnie supported in writing project documents such as Kayah Sales Manual, Fresh from the field, the practical experiences of developing and marketing community-based cultural tourism in Kayah through tourism supply chain.



[Aung Kyaw Swar \(Principle and Co-Founder of Inle Heritage Foundation\)](#) is a leading figure in sustainable tourism in Myanmar. He has worked in the industry for decades, working his way up from customer service roles to management giving him a cross section of experience. Most recently he is extensively involved in capacity building, awareness training, and knowledge sharing for the responsible and sustainable tourism management focusing on the Inle Lake area where he is also actively involved in environmental awareness and conservation of the lake. His work at the Inle Heritage Hospitality Vocational Training Center sets an excellent working example of training schools in Myanmar. He is managing the Inle Heritage school under the Inle Heritage Foundation and additionally runs his own small business called “a little eco lodge”.

[Naw Mar Mar Cho \(Member of the Thandaunggyi Women Group\)](#) born in Thamine, Kawaichan, is an ethnic Sgaw Karen with Myanmar nationality and Christian belief. She attended Loikaw Nurses Training School from 1993-1996 and subsequently worked 4 years at Yangon Orthopedic Hospital as a Senior Nurse. Later she obtained her Bachelor of Science majoring in Myanmar from Yangon University meanwhile being employed at World Vision Myanmar as Project Officer (2001-2010). In 2008 she obtained her Master’s Degree in Development Studies from the University of Economics Myanmar. She worked at the Women’s organizations Network of Myanmar (WON) as a coordinator and gained experiences in the areas of training, networking and facilitation provided to national and non-government organizations (NGOs) and Civil Society Organizations (CSOs). In 2003 she received 4 certificates: Certificate of Sustainable Development (Myanmar), Certificate of Feministic Leadership (Thailand), Certificate of Advocacy form Thailand and Certificate of Women Leadership CCL (Singapore). Whilst in the director position of the Myanmar Institute of Gender Studies she acquired skills in project and financial management. As team leader she is responsible for the overall management on the Area Development Program. She has been giving training on youths, women, civic education, and gender training. In addition, including not only capacity building training for CBO on development, team building, and project management and facilitation being experienced as facilitator, coordinator and director. Naw Mar Mar Cho likes to read, write and travel. She loves seeing scenes of nature from all the places she travels. She speaks Burmese, Karen and English.



[U Nyo Aye \(Director, Dawei Branch Office, MoHT\)](#) is Director of Directorate of Hotels & Tourism, Tanintharyi Branch, Ministry of Hotels & Tourism. He got the Bachelor Degree in Yangon University in 1997 and received Master of Urban Analysis and Management from Florence University, Italy in 2017. His experience in tourism related field is over 16 years, his responsibility is to develop the tourism sector in Tanintharyi Region.



[Aung Ye Pyae](#) is the Founder and Manager of Ride Behind Kalaw, one of the innovative Adventure Touring founded in 2016 May. He worked as a construction Engineer for seven years. Under RBK Adventure Touring, he and his team members have been running offroad -motorcycle touring and kayaking touring mostly in Kalaw region. All RBK touring plans are becoming popular more and more especially among domestic visitors. One of very strong objectives of RBK Adventure Tour group is to take part an important role in conservation and protection from deforestation in Kalaw Region. All team members put too much effort for conservation Pine trees collaborate with Township Forestry Department and Members of Parliament of Kalaw Township.)

U Chetry Win Tin is Managing Director at Journeys Adventure Travel and Myanmar Hill Lodges as well as the owner of Putao Trekking House, The Hotel Kalaw Hill Lodge and Nyaung Shwe City Hotel. He is an Executive Committee Member of the Myanmar Tourism Marketing Association (MTM). His Volunteer Activities and interests include teaching in the guide training schools of subject “guiding in the adventure tourism field”, Participating in the travel industry seminars, workshops especially in the field of Eco-tourism, Responsible and Sustainable tourism. He completed the ToT program offered by ICIMOD and is committed to carry on providing training of “Community Based Ecotourism. He is furthermore actively participating with “Land Core Group” under project, “Strengthening Forestland Community Tenure Through Policy, Pilots and Law.

U Aung Thu Oo, Deputy Director for the Sagaing Region, Monywa Department of Directorate of Hotels and Tourism



Carol Moet Moet Aye (Executive Director Cum Research and Advocacy Director, Another Development Policy Think Tank) is descendant from Karen(Kayin) ethnic group, born in Mawlamyine, Mon State, Myanmar. She received a Bachelor Degree in Law (2007) and a Master Degree in Urban Environmental Management at Asian Institute of Technology, Bangkok (2011). She has done a thesis paper on “A Case Study of the Anti-Plastic Bags Campaign” in Mandalay, Myanmar. Additionally she was involved in the joint research paper of “Flood Mitigation and Adaption in Sukhothai province, Thailand” in 2010. Currently, she is the Executive Director and co-founder of Another Development Policy Think Tank. She oversees the overall management of the organization and produced two research papers related to Community Based Tourism. In the past, she worked at Spectrum and BANCA, local organizations focusing on environment and sustainable development. Besides, she was employed by Karen Development Network which focuses on humanitarians and peace program. At present, she provides the technical inputs for the topic of urban planning and local economic development to the civil society organizations and others.



[Jeanette Scherpenzeel \(Senior Programme Manager, Centre for the Promotion of Imports from Developing Countries \(CBI\)\)](#) joined CBI in 2014 as programme manager for the CBI Sustainable Tourism Programme, based in the Hague. Her work focusses on coaching of small tour operators in Myanmar, Bhutan, Nepal, Indonesia, and Sri Lanka to increase their business with the European market. Also, CBI supports Tourism Boards with their national marketing and organizational effectiveness. Prior to CBI, Jeanette worked for the Dutch Ministry of Foreign Affairs as advisor on sustainable business and human rights, and guided several ministerial trade missions to North African countries. She served as a diplomat at the Dutch Embassy in Tehran for 3 years. Equipped with a MA in Economics, Jeanette started her career as business consultant on renewable energy systems in Africa and Latin America.



[Kyaw Zayya \(National Coordinator, Lead Programme, Myanmar Business Executive\)](#) The Local Entrepreneurs Assistance and Development program is designed for capacity development for Small and Medium size businesses of Bagan- Nyaung Oo and the surrounding area by providing training and mentoring by Yangon based successful entrepreneurs. The program activities include seminars, workshop, training and networking for a 12 month period (1st July to present). Kyaw Zayya owns his own business Thaw Tar Win Fruits Trading and Ayarholic Ponton Boat Travel. He is Certified ILO (SIYB) Trainer (2017- present).



[Dr. Aung Myat Lwin@ Henry Chen](#) is the founder and Managing Director of Oriental Century Travel & Tours, which offers a variety of travel related services specialized in MICE and Leisure. He is also a Director and Trainer of Trust Tourism Management and Vocational Training Institute.

[Dr. Tin Htoo Naing Consultant, GIZ](#) Dr. Tin Htoo Naing is a researcher at the Center for Economy, Environment and Society (CEES Myanmar) and a visiting lecturer in development economics at Yangon Institute of Economics. He holds a Ph.D in Economic Policy, Growth and Inequality from University of Malaya, Malaysia. He was an International Research Associate at Asia-Europe Institute, University of Malaya, Malaysia, Senior Policy Advisor for GIZ's Private Sector Development Programme (PSD) in Myanmar, and a Research Fellow at University of Turin in Italy. As an economist, Tin Htoo Naing possesses sound knowledge and broad experiences of providing advisory services for economic policy making, law drafting and evaluating projects in Myanmar and thus he works as an Economic Policy Advisor to international institutions. He has also deeply involved in many research areas related to macroeconomic policy, economic integration, inequality and poverty alleviation, agricultural and industrial development and published papers in journals, project reports and international conferences.



Randi Wagner (Independent Communication and Design Professional) With a background in communication, design and community health Randi has worked across a range of sectors including in social enterprise, community health, arts, crafts and photography. Most recently she was a part of the founding team for Hla Day, a social enterprise that works with Myanmar artisans by providing design and business training. During this time she led the Myanmar Artisan Toolkit project from its initial stages through to implementation. The Myanmar Artisan NyuntToolkit is a practical business guide for Myanmar artisans and crafts producers



Ameer Virani (Product Manager, Exo Travel) received MSc in Responsible Tourism Management, and is passionate about creating great travel experiences that have a positive impact on local people and the environment. He began his tourism career in India, where he helped set up a grass roots community tourism project in a small village near New Delhi. Then he spent a year working at an elephant sanctuary in Eastern Cambodia before joining EXO to develop product and responsible tourism in Myanmar

Friedor Jeske (Sector Coordinator, Cesvi Fondazione Onlus) is working on waste related issues in Myanmar since 2013. In the first years his focus remained on urban communities: waste recycling, community waste management and waste related handicraft activities for awareness. In 2015 he started work with environmental organizations on rural waste, setting up community led village waste management systems. Since then he works as a resource person on initiatives improving waste management.



Akari Bo (Director, Marco Polo Travel and Tour) has started her career as a teacher back in 2009. Currently, she's been working as a consultant and a corporate trainer since 2016. Starting from this year, she joined Marco Polo Travels and Tours as one of the shareholders and a director. Her work mainly focuses on Community based tourism and she's very passionate in promoting the indigenous traditions, ethnicities, cultures and destinations of Myanmar and help all travelers connect and contribute to responsible tourism through Community Based Tourism.



Daw May Moe Wah (Partnership Director, WWF) Over 15 years' of experience in managing in Multi-national corporations in trade businesses across Asia Pacific and have well verse of international operational standards, B2B business development and Strategic Partnerships experience. May resided in Asia pacific and returned to Myanmar in 2011, by taking responsibilities at non-governmental organizations in financial management, organisational development, overseeing bi-lateral partnerships, Governance, policy and advocacy planning. Currently, May is working as Partnerships Director at World Wide Fund for Nature (WWF). May is also the Founder of Australian Alumni Association – Myanmar (AAM) and “The Change” children education foundation. May graduate from Victoria University, Australia where she pursued Bachelor Degree in Banking & Finance and Master in Business Administration. In late 2017, she is awarded as professional practioner for Change Management & Organisational Development from London School of Management, United Kingdom. Recent public talk conducted in Melbourne, Australia – Lighting Talks and several workshops is delivered on the Public Speaking and management topics. May continued to involve in the knowledge sharing by engaging with public seminars, events, trainings and workshops.



[Dr. Daw Sein Sein Thein \(President, Ever Green Environmental Group\)](#) was a Professor and Head of the Zoology Department at the Dawei University in 2012. She worked for 34 years in Ministry of Education. Most recently she worked as an advising member of Shan State Environmental Conservation Department, Taunggyi. She is currently publishing the issue namely Ever Green Environmental Journal as a President of Ever Green Environmental Group based in Yangon. She has a background in environmental ecology with an interests in resources management and mitigation climate change. As she is a researcher, she got Research and Extension award from FAO in 2001. She got Ph.D with the topic of Environment.



[U Yan Min Aung, National Environmental and Land Policy Consultant, UNEP](#) A national environmental policy advisor, Yan Min Aung is the Managing director of 360ed with a mission to support curriculum development focusing on science subjects, environmental studies, ecology, ethics, law, and government. His services as a policy advisor include economic valuation of ecosystem services of Myanmar forests, contribution in national policies such as Myanmar National Environmental Policy, Myanmar National Land Use Policy, Myanmar Environmental Quality Guidelines (Industrial Emission), and Environmental Impact Assessment Procedures. Yan Min Aung has received his Bachelor degree with a major in Chemistry from College of Wooster, where he did his award winning thesis under Dr. Wingfield Glassey, a student of Nobel laureate, Dr. Roald Hoffman. He received his Masters' degree in Environmental Policy from Bard. In July of 2017, he has joined the board of director of 360ed, which mission is to provide educational policy advice, conduct teachers training and apply technological innovations to pedagogy in Southeast Asia, starting with Myanmar. Due to its effort in commitment to creative solutions to Education problems, 360ed is nominated for UNESCO award for innovation in digital technologies.

[U Than Htike, Member of the Amyotha Hluttaw from Kalaw](#)

ABOUT THE ORGANIZERS I



[Thorge F. Leander Ketelhodt](#) is the Programme Manager of the Hanns Seidel Foundation (HSF) Myanmar. He holds a BA in Public Management and Governance and a Master's in Environmental Science, Management and Policy from Central Europe University and the University of Lund. Before he moved to Myanmar he was engaged as a Project Coordinator in a community in Ecuador in Ecuador. He then worked and researched on the topics of renewable energy and sustainable development in Vietnam.



[Ms. Wyne Wyne](#) is a development professional and ILO certified Master trainer; specializing in learning and development, Micro SME sector, environmental management and Community-based Eco-tourism development. She is genuinely passionate about weaving business skills and tradition through community entrepreneurship. Wyne holds a Master of Business Administration and Master of Political Management from Aldersgate University, Philippine and Post Graduate Diploma in International Development and Communication Management, from City University, UK. Since she returned to her country in 2011, she has actively engaged in impact activities for both local and regional youth, as well as with the government by assisting in policies and dialogues, awareness raising campaigns, strategic planning and problem solving initiatives; especially in Micro SME and Community Based Tourism Development.



Win Min is currently a Program Associate at the Myanmar Centre for Responsible Business (MCRB). Prior to MCRB, Min worked for the University of Oregon and the state of Oregon on “Diversity Education and Human Rights”. He has worked at the Looking Glass to engage in family and community service and has provided his expertise on “Southeast Asian Politics and Myanmar Transitions” as guest speaker and lecturer in various academic institutions and government agencies in the US. He worked as the youth leader in Myanmar for youth empowerment and community development projects with the U.S Embassy and the British Council. Min also assisted in conducting research on Myanmar Monastery Education by UNICEF and Pyo Pin program. His education background is in Planning, Public Policy, and Management at the University of Oregon, USA. He is a recipient of International Cultural Service Program Scholarship, Dian M Mckeele Scholarship, and OSF SGPA Scholarship, a 2014 Nathan Foundation Fellow, and a nominee for International Rotary Peace Award.



Barbara Schott is an associate of Tourism Transparency and co-founder of the Myanmar CBT Network and Thant Myanmar. She has been working in Myanmar for the past five years in the fields of responsible tourism development and planning as well as regional economic and SME development. As part of her work as tourism advisor, she has a focus on Community Tourism development in Southern Shan State and other regions, regional tourism planning (e.g. Pa-O SAZ, Meinmahla Kyun Wildlife Sanctuary) and facilitation, coaching and training. Barbara is passionate about conserving the environment and her approach reflects the concepts of responsible business practices and community inclusion and participation

We would like thank Daw Kathy Chit Su Wai, Paula Steinhäuser, Andrea Valentin, U Kyaw Min Htike and U Win Aung for their invaluable help during the organization of this conference!

3rd National Conference on Communities and Tourism

6th June– 8th June | Kalaw, Myanmar

Main Venue: Kalaw Town Hall

CONFERENCE PROGRAMME

Day 1: Wednesday, 6 th June	
~ 05:00 am	Participants from Yangon arrive in Kalaw
Optional 09:00 – 13:00	Elephant Camp
14:00 – 14:30	Registration
14:30 – 15:30	Opening Remarks U Tint Thwin, Director General, Ministry of Hotels and Tourism H. E. Dorothee Janetzke-Wenzel, Ambassador of Germany to Myanmar Achim Munz, Resident Representative Hanns Seidel Foundation (HSF) Myanmar U Nyunt Win Naing, Chairman, Myanmar Responsible Tourism Institute (MRTI)
15:30 – 16:00	Group Photo and Tea Break
16:00 – 16:30	Communities and Tourism – Example of Kalaw Daw Pyone Kathy Naing, Member of Pyithu Hluttaw from Kalaw
16:30 – 17:00	Tourism in Shan State U Htin Aung Naing, Director of Hotels and Tourism Shan State
17:00 – 17:30	Welcome from the Host Community “Kalaw as a Tourism Destination” U Khin Maung Chin, General Manager, Kalaw Hilltop Villa
17:30 - 18:00	ASEAN Awarding Ceremony
18:00	Free Evening / VIP Dinner

Day II: Thursday, 7th June

Venue: Town Hall	
08:30 – 09:00	Registration
09:00 – 09:30	Key Note Speech Ulrich Morgenthaler, Founder and Director of Arakan Nature Lodge
09:30 – 10:00	The Role of SMEs in Tourism Development U Nyi Nyi Aung, Deputy Director, SME Center Taunggyi
10:00 – 10:30	How to Improve Support for Community-Level Enterprises Mike Haynes, Senior Advisor, PEM Consultant on behalf of GIZ
10:30 – 10:45	Tea Break
10:45 – 11:15	Supporting Innovative Business Ideas in the Tourism Sector Sebastien Moineau, Team Leader, Business Innovation Facility (BIF)
11:15 – 12:15	Future of Tourism in Myanmar (Panel Discussion) Moderator: Thi Thi Thein, Independent Tourism Researcher Panelists: Khin Myat Myat Naing @ Chilli, Travel Blogger U Zaw Myo Latt, Deputy Director, Promotion Department, MoHT Daw Yin Myo Su, Managing Director, Inle Heritage Vicky Bowman, Director, Myanmar Centre for Responsible Business
12:15 – 12:45	Update on the Myanmar CBT Standards Dr. Andrea Valentin, Consultant, Lux Dev/GIZ/ITC Thang Hlain Oo, Consultant, Lux Dev/GIZ
12:45 – 13:45	Lunch
13:30 – 13:45	Transport to Venues

	Town Hall	Dream Mountain Hotel	Old Cinema "Yadana"
	Community Tourism Projects in Myanmar Panel Discussion	Responsibilities & Duties of Regions and States in Tourism Management Panel Discussion	(Community Led) Destination Planning Panel Discussion
13:45 – 16:00	Moderator: U Nyunt Win Naing, Chairman, MRTI Panelists: Winnie Mai, National Project Assistant, ITC, Co-Author of "Fresh from the Field" Aung Kyaw Swar, Principle and Co-Founder of Inle Heritage Foundation Mar Mar Cho, Member of the Thandaunggyi Women Group	Moderator: Achim Munz, Country Representative, HSF Panelists: U Nyo Aye, Director, Dawei Branch Office, MoHT Aung Ye Pyae, Founder and Manager, Ride Behind Kalaw Daw Pyone Kaythi Naing, Member of Parliament (NLD) from Kalaw, Shan State (tbc) Win Min, Programme Associate, MCRB	Moderator: Dr. Andrea Valentin, Founder and Director, Tourism Transparency Panelists: U Chetry Win Tin, Director, Journeys Adventure Travel Ulrich Morgentaler, Founder and Manager, Arakan Nature Lodge U Aung Thu Oo, Deputy Director for the Sagaing Region, Monywa Department of Directorate of Hotels and Tourism Carol Aye, Director, Another Development
16:00 – 16:15		Transport to Town Hall	Transport to Town Hall
16:15 – 17:15	Presentations of Group Work + Q&A		
17:15 – 17:30	Summing up the Day U Nyunt Win Naing, Chairman, MRTI		
19:00 – 21:00	Live Music in Kalaw		

Day III: Friday, 8th June

Note: Every participant can join 2 workshops. Each workshop is offered one time in the morning and a second time in the afternoon. Each group presents key outcomes of the workshops in the afternoon.

	Town Hall	Dream Mountain Hotel	Old Cinema "Yadana"	Red House
	Access to Market I Workshop	Responsible Investment Workshop	Product Development I Workshop	Waste Management I Workshop
08:30 – 09:00	Registration	Registration	Registration	Registration
09:00 – 11:30	Facilitators: Jeanette Scherpenzeel, Senior Programme Manager, Centre for the Promotion of Imports from Developing Countries (CBI) Kyaw Zayya, National Coordinator, Lead Programme, Myanmar Business Executive	Facilitator: Win Min, Programme Associate, MCRB Resource Persons: Dr. Aung Myat Lwin@ Henry Chen, Excom, UMTA Dr. Tin Htoo Naing, Consultant, GIZ	Facilitators: Randi Wagner, Independent Communication and Design Professional Ameer Virani, Product Manager, Exo Travel	Facilitators: Friedor Jeske, Sector Coordinator, Cesvi Fondazione Onlus Akari Bo, Director, Marco Polo Travel and Tour
11:30 – 11:45		Transfer to <i>Town Hall</i> for Lunch		Transfer to <i>"Old Cinema"</i> for Lunch
11:45 – 12:45	Lunch		Lunch	
12:45 – 13:00	Transport to Venue		Transport to Venue	

	Town Hall	Dream Mountain Hotel	Old Cinema "Yadana"	Red House
	Access to Market II	Environmental Protection and Tourism	Product Development II	Waste Management II
	Workshop	Workshop	Workshop	Workshop
13:00 – 15:00	Facilitators: Jeanette Scherpenzeel, Senior Programme Manager, Centre for the Promotion of Imports from Developing Countries (CBI) Kyaw Zayya, National Coordinator, Lead Programme	Facilitator Daw May Moe Wah, Partnership Director, WWF Resource Persons: Dr. Daw Sein Sein Thein, President, Ever Green Environmental Group U Yan Min Aung, National Environmental and Land Policy Consultant, UNEP	Facilitators: Randi Wagner, Independent Communication and Design Professional Ameer Virani, Product Manager, Exo Travel	Facilitators: Friedor Jeske, Sector Coordinator, Cesvi Fondazione Onlus Akari Bo, Director, Marco Polo Travel and Tour
15:00 – 15:15		Transport to Town Hall	Transport to Town Hall	Transport to Town Hall
15:15 – 15:30	Coffee Break			
15:30 – 16:45	Presentation + Q&A			
16:45 – 17:00	Conclusion and End U Than Htike, Member of the Amyotha Hluttaw			
19:00	Departure to Yangon			

ABOUT THE ORGANIZERS II



The [MINISTRY OF HOTELS AND TOURISM \(MOHT\)](#) is a ministry in the government of Myanmar, responsible for the country's tourism sector. It was established in September 1992 to raise the momentum of the tourism industry. The objective of the Ministry is to bring about employment opportunities, to raise the living standards and to earn a large amount of foreign exchange in a short period.

<https://www.facebook.com/moht.mm/>



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.

<https://www.facebook.com/HSF.Myanmar/>



The [COMMUNITY BASED TOURISM NETWORK GROUP](#) was established in 2016 and now has 100 participants from different stakeholder groups committed to building partnership and addressing challenges successful CBT development in Myanmar. The network is expanding outreach to stakeholders, arranging field visits, building capacity and creating an online presence.



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 organisations 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.
<https://www.facebook.com/myanmar.responsible.business/>



The **MYANMAR RESPONSIBLE TOURISM INSTITUTE (MRTI)** is a non-profit organisation set up in 2016 aiming to support responsible tourism development in Myanmar through knowledge sharing, training, and research. MRTI envisions Myanmar as a leading responsible tourism destination, which empowers local communities, strives for livelihood creation and respects environmental sustainability.
<https://www.facebook.com/myanmarresponsibletourism/>