

Resource Efficiency, Safeguarding Natural and Cultural Heritage for Sustainable Tourism Development



Introduction



SWOT Analysis



Roles & Responsibilities



Policy



Benefits/ Lesson Learned

Aung Aye Han

Deputy Director General

Country Profile



❖ Location

- Geographically situated between China and India.
- Bordered by China, Laos, Thailand, Bangladesh and India
- Total Land Area- 676, 578 Sq km

❖ Climate

- Monsoon or Rainy Season (May to October)
- Cold Season (November to February)
- Hot Season (March to May)

❖ Population

- 51,486,253

❖ Religion

- GDP-1307(US)



Sustainable Tourism Development SWOT Analysis



Introduction



SWOT Analysis



Roles & Responsibilities



Policy



Benefits/ Lesson Learned

Strengths

- Tourism is a national priority**
- Located near Indian Ocean shipping lanes and Andaman sea and Mountainous area**
- Outstanding historic, natural and cultural heritage**
- Renowned friendliness of Myanmar's people**
- Reviewing Law and stipulating policies**
- Zoning plan for hotels and tourism**

Weaknesses

- ✓ High temperature
- ✓ Fragile rules and regulations
- ✓ Insufficient public services
- ✓ Insufficient coordination among and between the public and private sectors
- ✓ Weak monitoring and evaluation
- ✓ Unskilled workers, less educated people
- ✓ Many portions of conservative people

Opportunities

- ✧ **Strategic Location between China and India**
- ✧ **Historical heritage based tourism**
- ✧ **Increase Foreign Direct Investment**
- ✧ **Develop socioeconomic of community, exchanging knowledge and skills**
- ✧ **Intercultural exchange with international visitors**

Threats

- ❖ Climate change (natural disasters)
- ❖ Many portion of uneducated people in rural area-Challenges to upgrade sophisticated infrastructures
- ❖ Budget constraints and Religious affairs
- ❖ Destructive culture and tradition
- ❖ Technology and human resources to construct in line with international criteria

Stakeholder Roles and Responsibilities



Introduction



SWOT Analysis



Roles & Responsibilities



Policy



Benefits/ Lesson Learned

Name of Stakeholder	Roles and Responsibilities
◆ Ministry of Hotels and Tourism and Ministry of Environmental Conservation and Forestry	<ul style="list-style-type: none"> ➤ To handle Tourism Industry to be a systematic development of industry in Myanmar with less destruction and damage of natural and cultural resources ➤ To manage natural resources conservation and sustainable utilization, the pollution control on water, air and land for the sustainable environment.
◆ Myanmar Tourism Federation	<ul style="list-style-type: none"> ➤ To promote Myanmar as a tourist destination and support sustainable tourism development ➤ To welcome and assist local and foreign investors and supports to develop capacity building for tourism related industries
◆ Hanns Seidel Foundation(Germany)	<ul style="list-style-type: none"> ➤ To cooperate and assist Myanmar's development systematically
◆ Norwegian Government	<ul style="list-style-type: none"> ➤ To assist financial support in drawing MP
◆ Asian Development Bank	<ul style="list-style-type: none"> ➤ To support technical assistances
◆ Lux-Development	<ul style="list-style-type: none"> ➤ To assist in order to develop capacity building

Key Regulatory and Policy Initiatives, Success Stories

Key Regulatory and Policies

- ❑ Tourism is prioritized in the Government's 'Framework for Economic and Social Reforms (FESR) and allowed constituting tourism institutions.
- ❑ Responsible Tourism Policy was stipulated in September 2012 with 9 aims.
- ❑ Dos and Don'ts was published in October 2012 with 30 facts.
- ❑ Community Involvement in Tourism was published in May 2013 with 6 objectives.
- ❑ Ecotourism Policy and Management strategy was followed after CIT with strategies.

Strategies

- ❖ President announced the goal of the Government of Myanmar to connect the Open Government Partnership by 2016.
- ❖ Focus on seven priority areas to fulfill the basic and socioeconomic needs of the people of Myanmar directly.
- ❖ Myanmar Tourism Master Plan was formulated in June 2013 with 6 strategies.

Success

- ✓ Myanmar Tourism Federation (MTF) was established in 2012 with 11 associations.
- ✓ Tourism Development Central Committee was formed by Vice President in April 2014.
- ✓ Hotels and Tourism's Law was adopted in 1990, and reviewed in 2014 due to a rapid tourism growth in order to safeguard natural and cultural heritage resources.
- ✓ Circulated directive to costal beach resorts to ensure preserve and conserve the environment



Introduction



SWOT Analysis



Roles & Responsibilities



Policy



Benefits/ Lesson Learned

Benefits, Lessons Learned and Recommendations

Benefit

- Improve socio-economic development and so on in country
- Make good international relationship through tourism

Lessons Learned

- Need to have awareness related with tourism
- Allocate promotional fund
- Liberalize local people as well as in public sectors

Recommendations

- Strengthen the policy and regulation in respect of tourism issues
- Improve collaboration and coordination between Ministries and private sectors
- Enhance monitoring the implementation processes in order to follow up plans.
- Encourage the participation of stakeholders
- Boosting the quality of government staff in the tourism industry

Thank You Very Much For Your Kind Attention



Introduction



SWOT Analysis



Roles & Responsibilities



Policy



Benefits/ Lesson
Learned