Sustainable Tourism & Destination Management.
Case study: Myanmar (Burma)
1. Brief introduction to self
2. Larger introduction to Myanmar
3. Planning & managing a high growth (almost) post conflict destination
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**Brief introduction to self**

**Do good.**
People & Planet.

**Do well.**
Economic. Biodiversity.
Tourism & the Millennium Development Goals (MDGs)

+ Post 2015: Sustainable Development Goals

Pacific Asia Tourism
International development via sustainable tourism

Indonesia
In K. Bricker, R. Black and S. Cottrell (Eds.) *Sustainable Tourism & the Millennium Development Goals*. Jones Bartlett Learning: USA, pp. 73-84.
**BIF Burma (Myanmar):** To fund advice to at least 28 companies in garments & tourism sectors about how they can adjust the way they do business in ways that create more jobs, opportunities, products & services for poor people

Result: At least 60,000 poor consumers access to new products & services + at least 1,500 low income producers will gain access to new or more secure economic opportunities by December 2017.  Project budget £4,970,994
Myanmar: August 2014: Khun Khamauk from Dung Hla village, near Kalaw, Shan State
Parallel processes underway in Myanmar:

- Economic reform & liberalisation
- Transition from a military regime to a democratic state
- Peace process between the central government & various ethnic groups
Myanmar’s neighbourhood: about 51% of global population

There are more people living inside this circle than outside of it.

Source: http://www.washingtonpost.com/blogs/worldviews/wp/2013/05/07/map-more-than-half-of-humanity-lives-within-this-circle/
- Government recognises 135 distinct ethnic groups
- At least 108 different ethnolinguistic groups – mainly distinct Tibeto-Burman peoples
- Also Tai–Kadai, Hmong–Mien & Austroasiatic (Mon–Khmer)

Bamar: approx 68%  
Shan: approx 10%  
Kayin: approx 7%  
Rakhine: approx 4%  
Chinese: approx 3%  
Mon: approx 2%  
Indians: approx 2%

+ Kachin, Chin, Anglo-Indians, Anglo-Burmese & other ethnic minorities.

+ Burmese refugees in Thai border camps
Historical snap-shot:

11th century: first unified Burmese state captured by Mongols
16th century: Reunified - did become the largest empire in South East Asia
19th century: various wars - then Burma became a British colony

WW2: Occupied by the Japanese
1948: gained independence from British
1947: independence movement leader, General Aung San assassinated - decades of ethnic group conflicts
1962: Military coup – military rule until 2010
1980s: Protests, thousands of deaths, house arrest of Aung San Suu Kyi
1989: Name change from Burma to Myanmar
1990: National League for Democracy Party wins a landslide election – military failed to recognise
1991: Noble Peace Prize to Aung San Suu Kyi
2011: Civilian government - inauguration of President Thein Sein
Myanmar branding video
World Economic Forum, Naypyitaw, 5-7 June 2013.

https://www.youtube.com/watch?v=iF7naFKzKQc  almost 5 minutes
More areas opening up for tourists

http://www.tourismtransparency.org/
Tourism destination management context:
Myanmar: National Strategy Framework

National Comprehensive Development Plan
2011 – 2030

Market driven economy - Move from top-down to bottom-up planning

Framework for Economic & Social Reform
- Sustained industrial growth to catch up with global economies.
- Equitable sharing of resources amongst regions & States.
- Promoting foreign & local investments for regional development.
- People-centred development to improve education, health & living standards.
- Reliable & accurate collection of statistical data & other information for better public policy decisions.

Five Year Development Plans
FY2011/12 – 2015/16:
- Average GDP growth 7.7%
- Increase industrial share GDP from 26% to 32%
- Reduce share of agricultural sector
- GDP per capita growth 30 to 40% from 2010

Annual Development Plans
Now ASEAN’s fastest growing destination.

**Myanmar** – *almost 10 years to go from approx 600,000 to 1 million* – from 1 million in 2012 to 3 million in 2014

Sources: Asian Development Bank estimates; Ministry of Hotels and Tourism.
“After nearly 50 years of stagnation, the hotel industry has experienced exponential growth since 201,” Sukhdeep Singh, General Manager, Inya Lake Hotel.

48 new hotels providing a total of 37,024 rooms to be opened across the country in 3 months: May, June & July 2014

Myanmar’s new US$1 billion Hanthawaddy International Airport – opens Dec 2017 – north of Yangon – 9 times larger than the current airport 2 runways – will handle up to 12 million pax annually.
“I acknowledge that we still have many challenges in terms of infrastructure, tourism knowledge, and awareness of positive and negative impacts of tourism.”

U Htay Aung, Minister of Hotels and Tourism, Myanmar

https://www.dvb.no/news/as-tourism-booms-challenges-remain-burma-myanmar/37413

Myanmar’s Tourism Boom Endangers Fragile Ecosystems

The country has opened its doors to tourism and all that goes with it: hotel construction, pollution, waste—and perhaps ecosystem loss.

Tourism Surge Presents New Problems for Burma

Myanmar’s tourism boom may put children at risk

YANGON, 15 July 2014 — Myanmar tourism is booming. The growth in tourism brings prosperity but may also put children at risk. The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (The Code), a non-governmental organisation, has recently started working in Myanmar to help local tourism companies protect children from abuse.

‘Hotels are springing up around the lake at an alarming rate, and increasing numbers of loud, diesel-driven longboats — the only form of tourist transportation — charge across the lake with no concern for noise, water or air pollution or the effect on the fish upon which the villages rely. Litter is building up in the water and rimming the lake near floating restaurants and shops, suggesting that trash disposal didn't figure into tourism planning.’
Planning & managing a high growth tourism destination.

Key policy documents for tourism:

2012: Responsible Tourism Policy

Provided a set of national policy principles to guide the development of a Myanmar Tourism Master Plan

1. Tourism is a national priority sector
2. Broad-based local socio-economic development
3. Maintain cultural diversity & authenticity
4. Conservation & enhancement of environment
5. Compete on product richness, diversity & quality – not just price
6. Ensure health, safety & security of our visitors
7. Institutional strengthening to manage tourism
8. Well trained & rewarded workforce
9. Minimising unethical practices
Responsible Tourism Policy:

Vision for Myanmar tourism:

“We intend to use tourism to make Myanmar a better place to live in—to provide more employment and greater business opportunities for all our people, to contribute to the conservation of our natural and cultural heritage and to share with us our rich cultural diversity.

We warmly welcome those who appreciate and enjoy our heritage, our way of life, and who travel with respect.”
Planning & managing a high growth tourism destination.

Key policy documents for tourism:

**2013: Tourism Master Plan**

**Goal:** To maximize tourism’s contribution to national employment & income generation, & ensure that the social & economic benefits of tourism are distributed equitably.

**Six strategic programs:**

1. Strengthen the Institutional Environment
2. Build HR capacity & promote service quality
3. Strengthen safeguards & procedures for destination planning & management
4. Develop quality products & services
5. Improve connectivity & tourism related infrastructure
6. Build the image, position & brand of Myanmar
Planning & managing a high growth tourism destination.

Key policy documents for tourism:

2014: Policy on Community Involvement in Tourism (CIT)

- Strengthening the institutional environment and civil societies
- Capacity building for community related activities in tourism
- Encouraging local entrepreneurship through micro- and local enterprises
- Monitoring positive and adverse impacts of community involvement in tourism
How to visit Myanmar responsibly

Project proposed by Dr. Andrea Valentin, Founder, Tourism Transparency, an NGO campaigning for an open and accountable tourism industry in Myanmar.

Followed the drafting of the Myanmar Responsible Tourism Policy.

Supported by:
• German NGO, Hanns Seidel Foundation
• Myanmar Ministry of Hotels and Tourism
• Myanmar Tourism Federation
Respect the Myanmar people and their unique traditions.

Visitors are not asked to abandon their ways, they are asked to adapt to the Myanmar environment.

Do tuck away your feet.

When you sit, your legs should not be stretched out and your feet should never face the Buddha.

Do not go where you are advised not to go.

Myanmar is slowly opening up and more destinations will be accessible to foreigners in the future.

Don't disturb people praying or meditating.

Visitors should avoid loud talk and should take care not to touch people meditating.
Come visit Myanmar sometime!