

Nature Conservation and Developing Sustainable tourism in Myanmar



Myanmar Tourism

- o Tourism in Myanmar has boomed in recent years, with the industry generating nearly \$1.8 billion in revenue in 2014 as international tourist arrivals hit the 3 million mark for the first time, nearly triple the number of arrivals in 2012.



Nature Conservation Overview

- o Myanmar's tourism industry is enjoying substantial growth and outperforming other sectors of the economy. As a labour intensive industry with extensive linkages to other economic sectors and a reputation for systematically lifting thousands of households from poverty, tourism is a national priority of the Republic of the Union of Myanmar.



Nature Conservation Overview

- The 2013-2020 Myanmar Tourism Master Plan is aligned with the National Comprehensive Development Plan, and sets out an inclusive wide-ranging framework to strategically develop the Country's vast tourism potential.
- To promote green growth, mitigate the effects of climate change, avoid irreversible damage to Myanmar's flagship habitats and at the same time diversify tourism economy, Key Objective 4.2 of the Master Plan advocates the development of an ecotourism management strategy for Myanmar's protected areas.



Nature Conservation Overview

- o the Ministries of Hotels and Tourism, and Environmental Conservation and Forestry have prepared the Myanmar Ecotourism Policy and Management Strategy. Building upon the Union Government's socio-economic, tourism, biodiversity, forestry and climate change frameworks, this Policy and Strategy focuses specifically on the tourism and protected areas relationship

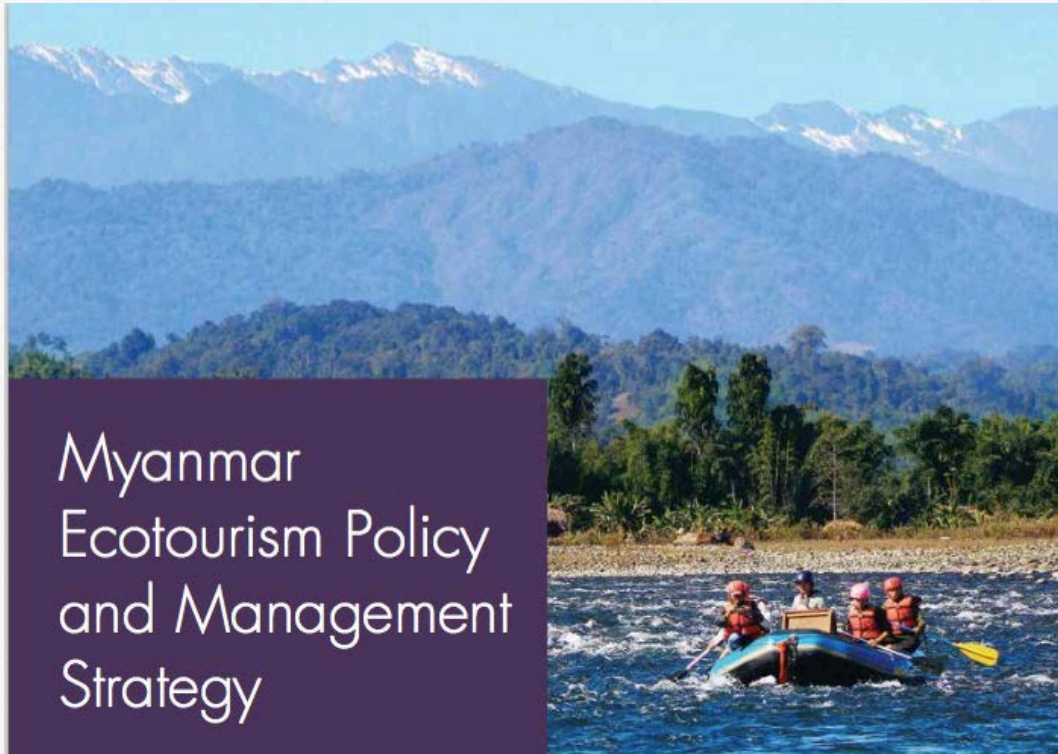


Nature conservation action plan

- All stake holders to involve (Union government, Ministry, Associations, tourism industry, local community)
- To form a national level tourism body to steer the sustainable growth
- To enforce sustainable operation guide lines
- Close follow up activities in Regional level, Local destination level, Community level, tourist site planning level



PUBLICATIONS



Myanmar
Ecotourism Policy
and Management
Strategy

PUBLICATIONS

Destination Management Plan for the Inlay Lake Region 2014 - 2019



MINISTRY OF HOTELS AND TOURISM
THE REPUBLIC OF THE UNION OF
MYANMAR



PUBLICATIONS

MYANMAR
**Ecotourism Policy &
Management Strategy**

2015 - 2025

PUBLICATIONS

GOVERNMENT OF THE REPUBLIC OF THE UNION OF MYANMAR
MINISTRY OF HOTELS & TOURISM
RESPONSIBLE TOURISM POLICY



PUBLICATIONS



Myanmar Responsible
Tourism Policy

PUBLICATIONS



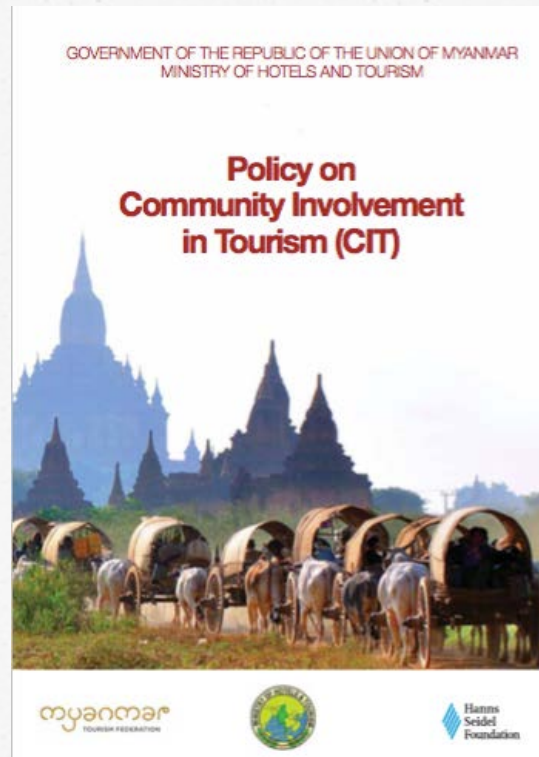
Sector Wide Impact Assessment

Myanmar Tourism

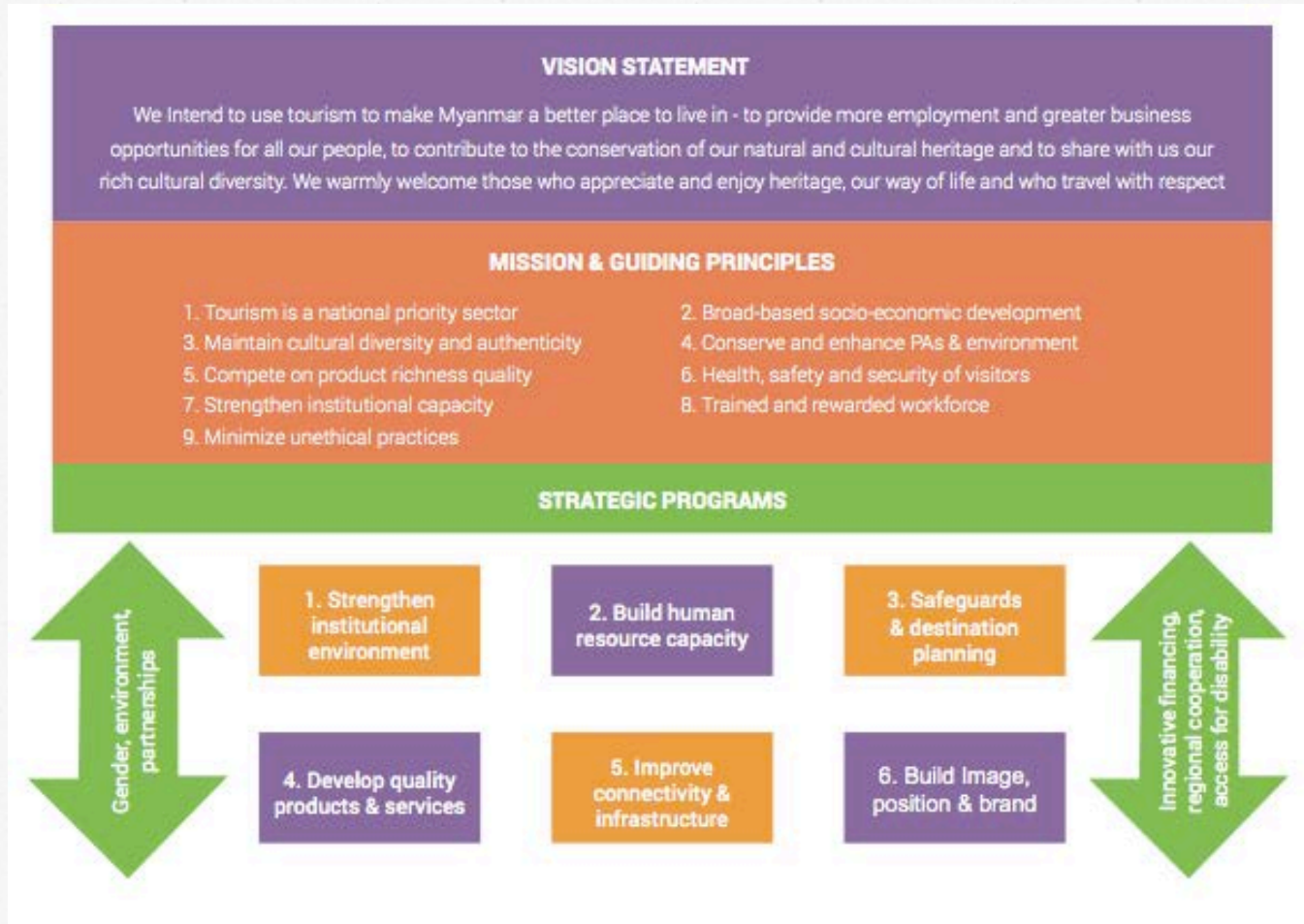
Sector Wide Impact Assessment

Executive Summary and Recommendations

PUBLICATIONS

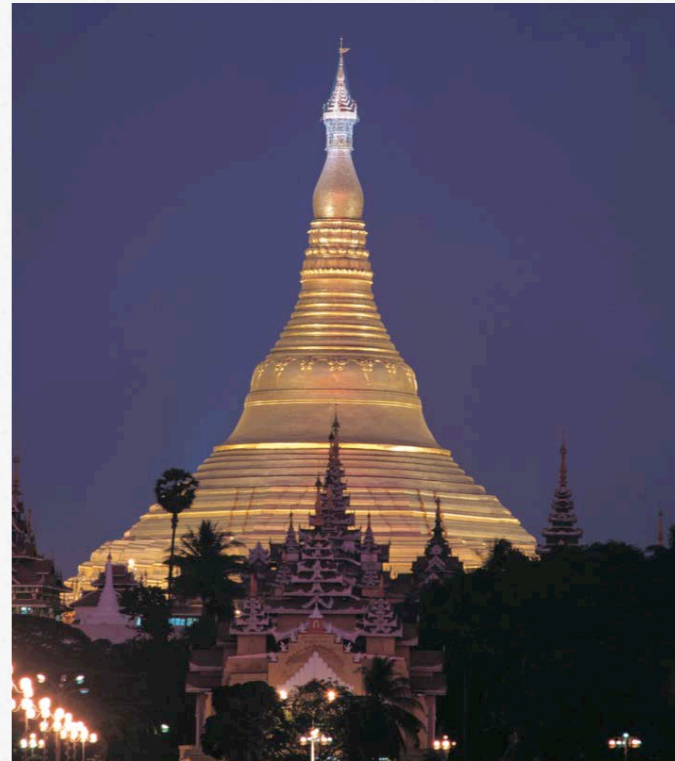


Myanmar Tourism Master plan Frame work



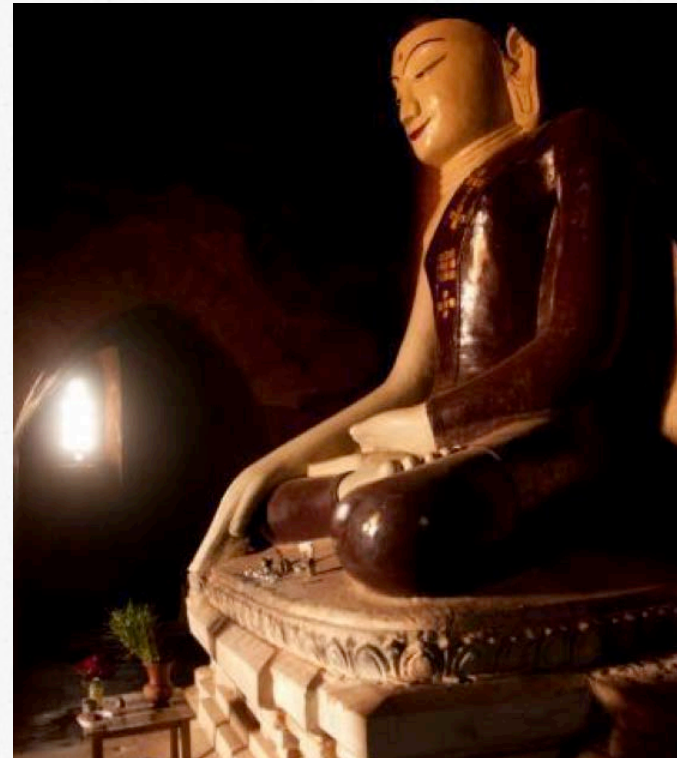
Our Vision

- o “We intend to use tourism to make Myanmar a better place to live into 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.”



Developing Sustainable Tourism

- o The tourism sector in Myanmar is currently experiencing significant growth and has been identified as a priority sector in the government's 'Export Strategy'. Given the variety of unique tourism experiences Myanmar has to offer, it has the potential to contribute significantly to employment creation and economic growth.



Policy and Framework

- There has already been significant multi-stakeholder discussion of the development of responsible tourism in Myanmar, thanks to the support of development partners who have worked with government, the sector and local civil society groups. Government policies exist on Responsible Tourism and Community Involved Tourism, which offer a clear framework for developing the sector. Such a framework is absent in many other economic sectors of importance to Myanmar, such as agriculture and the extractives.



Responsible Tourism Policy

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

Recommendations for Sustainable Tourism Development



To the government
To tourism companies
To investors
To tourist
To civil society

Recommendations for Sustainable Tourism Development

To the Government of Myanmar

- Fully implement Strategic Programme “the Responsible Tourism Policy and the Policy on Community Involvement in Tourism” from the Tourism Master Plan
- Strengthen the regulatory and policy framework for social and environmental issues as it relates to the tourism sector
- Adopt better regulation for the tourism sector
- Build the capacity of policy, regulatory and inspection authorities, including at regional level
- Raise awareness of relevant regulatory and policy frameworks
- Increase transparency
- Adopt a zonal planning framework for existing and emerging tourist destinations and undertake Strategic Impact Assessments for large developments
- Further encourage the participation of, consultation with and the inclusion of local communities in tourism development
- Strengthen processes for judicial and non-judicial remedy development
- Strengthen processes for judicial and non-judicial remedy

Recommendations for Sustainable Tourism Development

To Companies in the Tourism Sector

- Support the principles of the Tourism Master Plan and the government's implementation of the aspects of that Plan which relate to responsible tourism
- Commit to applying international social, environmental and human rights standards and undertake due diligence in the business and its supply chain
- Practice enhanced human rights due diligence on particular issues
- Respect the rights of vulnerable groups, including children and people with disabilities
- Ensure the participation of communities in tourism development
- Create and support mechanisms that enable complaints and grievances to be addressed quickly and effectively
- Take collective action to address environmental, social and human rights issues
- Strengthen the governance of the Myanmar Tourism

Recommendations for Sustainable Tourism Development

To Institutional Investors

- Conduct enhanced due diligence on portfolio companies that are involved in the tourism sector in Myanmar.
- Engage with investee companies involved in the tourism sector in Myanmar to ensure that these companies meet or exceed international standard
- Urge companies doing business in the tourism sector in Myanmar to report robustly on how they manage risks and impacts associated with investments and operations in the country.

Recommendations for Sustainable Tourism Development

To Tourists

- 1. Respect local Myanmar culture and traditions, the environment, and women's and children's rights
- 2. Support the development of responsible tourism in Myanmar

Recommendations for Sustainable Tourism Development

To Civil Society

- Conduct capacity building activities with civil society, workers and communities
- Engage actively in EIA consultations related to tourism development projects and disclosure processes
- Advocate for the ratification
- of ILO Core Labour Conventions such as Minimum Age Convention (No. 138) and other ILO Conventions related to the tourism sector
- Advocate directly and through the media for tourism businesses in Myanmar to adopt appropriate tourism standards
- (For the media) Report on negative impacts on tourism and highlight ways in which these could be mitigated in line with national law and international standards

Thank You

