MYANMAR

Inclusive Tourism

EXPORT SECTOR COMPETITIVENESS PROGRAMME

Netherlands Trust Fund Phase IV (NTFIV)
The International Trade Centre’s NTF IV Inclusive Tourism project in Myanmar, funded by The Netherlands, builds on the results of the “NTF III Myanmar – Inclusive Tourism focusing on Kayah state” project by expanding tourism product development to Tanintharyi Region and consolidating achieved results at national and at Kayah State level.

**NTF III development results:**

- International tourist visits to Kayah State increased by **130%** – from 3,900 to 9,000 between 2015 and 2017
- Domestic tourist visits more than **doubled** from 14,000 to 33,500 between 2015 and 2017
- Tourist spending in Kayah State increased by **400%**
- Working to bring the various ethnic groups together, the project is seen as playing a key role in **bridging differences** that could lead to conflict

“**Tourism can bring peace to Myanmar. ITC’s inclusive tourism project has stabilized peace for Kayah state**”

*HE Ohn Maung, Myanmar Minister of Hotels and Tourism*

“**With our partners, ITC will seek to emulate the successes from Kayah to Tanintharyi and to further improve tourism services in Kayah, with the goal of making the state a learning centre for developing inclusive tourism**”

*Arancha González, ITC Executive Director*

Running from December 2017 to June 2021, the three and a half years project is implemented in partnership with Myanmar’s Ministry of Commerce (MoC) and Ministry of Hotels and Tourism (MoHT).

Myanmar’s tourism sector has strong potential for growth with its diverse landscape and rich cultural history. Through inclusive and sustainable tourism development, the project contributes to creating income and jobs, particularly for women and youth, and to reduce poverty.

ITC continues to work along the tourism value chain from supporting the development of innovative and sustainable tourism products and services, strengthening local tourism associations over tourism statistics to destination marketing and branding, and encouraging business linkages at national and regional levels.

ITC maintains its close collaboration with the Centre for the Promotion of Imports from developing countries (CBI) who is implementing a parallel tourism project assisting tour operators and the national sector associations in export promotion.
IMPLEMENTATION AREAS

Government level (national & state)

Tourism statistics: In collaboration with UNWTO, ITC trains national and state officers from MoHT, Immigration, Central bank on the basics of tourism statistics and the set-up of an Inter-Institutional Platform

Destination Marketing & Branding: ITC coaches MoHT and MTM on the implementation of the marketing & branding guidelines (e.g. production of marketing material, trade fair stand design) at regional level including digital marketing

Codes of conduct: The project supports the adoption of codes of conduct for visiting ethnic minorities communities for tourists, operators, and the communities

Tourism Associations (national & state)

Partnerships with UMTA and MTM: at national level, NTF IV works with UMTA and MTM for the organization of joint activities (trade fair participation) and assists them with technical inputs for marketing and branding, events and B2Bs

Regional coaching and mentoring: in Kayah and Tanintharyi, ITC coaches and mentors tourism related membership associations (Hotels, Travels, Guides and Restaurants associations) to improve services offered

Tourism services development in Kayah and Tanintharyi

Kayah State as a learning centre for inclusive tourism development: Through study tours and training, the project shares Kayah’s experience with tourism professionals from other regions and countries and at the same time continues working to further improve Kayah’s tourism products and services

Inclusive tourism in Tanintharyi Region: The project supports the adaptation of the success model of Kayah in Tanintharyi Region by developing tourism products and services in (cultural tourism tours, creative tourism activities, community-based tourism activities, etc.) and training tourism service providers (e.g. local communities, local guides, ground-handlers, hotels, restaurants)

Market linkages

ITC establishes and facilitates linkages both within Myanmar (e.g. familiarization tours for Myanmar tour operators, linkages between ground-handlers and tour operators, media trips) and with the international tourism market (familiarization trips for international outbound tour operators and international media). ITC focuses on specific marketing activities (e.g. conferences, promotional events, B2Bs etc.) for the new products developed in Kayah State and Tanintharyi Region
ABOUT ITC

As the joint agency of the United Nations and the World Trade Organisation (WTO), ITC is the only multilateral agency fully dedicated to supporting the internationalisation of SMEs. ITC’s mission is to foster inclusive and sustainable economic development and contribute to achieving the United Nations Global Goals for Sustainable Development.

ITC’s distinctive feature is to offer integrated solutions by building institutional, managerial and entrepreneurial capacities simultaneously at government, institutional and enterprise levels.

ABOUT CBI

The Centre for the Promotion of Imports from developing countries (CBI) is an Agency of the Ministry of Foreign Affairs of the Netherlands. CBI contributes to sustainable economic development in developing countries through the expansion of exports from these countries. This is done through sustainably strengthening the competitive capacity of SME exporters and producers in developing countries, focusing mostly on European markets.

FOR MORE INFORMATION

Website: www.intracen.org/NTF4/Myanmar-tourism/
Facebook: www.facebook.com/groups/Kayahinclusivetourism/

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PARTNERS IN MYANMAR

NTF IV Myanmar Tourism project works in close collaboration with:

Ministry of Commerce Myanmar
Ministry of Hotels and Tourism Myanmar
Myanmar Tourism Marketing

“I particularly appreciate how ITC is empowering Myanmar regions – Kayah first and now Tanintharyi – transferring knowledge locally to assure the project’s sustainability”

Mr. Aung Soe, Director-General, Myanmar Trade Promotion Organization, Ministry of Commerce