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INTRODUCTION

The International Trade Centre’s Inclusive Tourism in Myanmar project, which was started in September 2014 and will finish in June 2021, focuses on fostering economic opportunities through the development of sustainable tourism products in Kayah State and more recently, in Tanintharyi Region.

The same successful value chain approach has been adopted in both destinations: from developing new products and services and strengthening industry associations to branding destinations and establishing market linkages. Tourism service providers (including local communities, local guides, ground-handlers, hotels and restaurants) are trained to increase the quality of services sold through tour operators and directly to individual tourists.

The project is using a training-of-trainers (ToT) approach in the development of community based tourism (CBT) products in remote villages as well as in the food safety and hygiene component.

April 2020
THE TRAINING PROCESS: BUILDING CAPACITIES OF LOCAL TRAINERS

This manual introduces bright, motivated, young tourism professionals, from Loikaw, Kayah State, Myanmar, who have attended Training of Trainer (TOT) courses, delivered by The UN International Trade Center (ITC). These courses were developed during the NTFIII and NTFIV Myanmar Inclusive Tourism Projects; which were funded by the government of The Netherlands, and implemented by ITC, in partnership with the Ministry of Hotels and Tourism (MOHT), Ministry of Commerce (MOC) and other public and private sector partners.

The aim of Training of Trainers (TOT) was to promote the sustainability of the Myanmar Inclusive Tourism projects, by ensuring knowledge and skills transfer between expert consultants, and local professionals. Put simply, when the project packs up, TOT ensures that local people will be better equipped to continue, replicate and scale up Inclusive Tourism activities.

During the NTFIII and NTFIV projects, TOT was conducted in two main focus areas: delivering food safety and hygiene training for local tourism related businesses (TcC); and initiating, developing and marketing community based cultural tours (CBT-TOT). During the course of TOT activities, young tourism professionals developed their specific subject knowledge in food hygiene and CBT; and also developed the facilitation and training skills which are necessary to plan and deliver tailored training in challenging, and often remote village locations.

The TOT process was designed in 3 main steps. Each step was repeated for each key topic. During the first classroom step, ITC experts introduced the TOT trainees to the subject content, and demonstrated how to train the project beneficiaries: local SME restaurants, hotels and community tourism groups. In the second step, TOT trainees practiced training local beneficiaries in the field, observed by ITC experts. In the final step, trainees were encouraged to reflect on their practical experiences, successes, challenges, and what they would do differently next time. After delivering short trainings, the TOTs also frequently provided follow up, on the job coaching to backstop and help local beneficiaries gain confidence and expertise.

After participating in TOT, the trainee-trainers in this directory TOTs are able to train SME businesses and community members in subjects including food hygiene in restaurants and hotels, trust building in local communities, identifying community cultural tourism potentials, training local communities in menu development and food hygiene, and training local community tour guides. Trainees have also had initial experiences marketing community products, for example by working as co-facilitators during product inspection (FAM) trips for Yangon tour operators.

The young professionals in this directory are not master-trainers with years of experience. However, they have all diligently attended TOT activities regularly for at least 2 years. They have practiced designing training sessions tailored to the needs and limitations of specific beneficiary groups, including SME’s and illiterate villagers. They have practiced training in local restaurants, local markets, and villages. They have practiced working in teams to develop training processes, and divide roles and responsibilities between facilitators and co-facilitators.

The young professionals in this directory would be excellent colleagues in a government organisation, tour operator, CSO or NGO working to develop inclusive, responsible tourism. They will be able to step into such a role with many key skills already developed and practiced, and a shorter learning curve to manage more advanced training and facilitation roles.

April 2020
COMMUNITY BASED TOURISM (CBT) TRAINERS
Ma Wai Wai Hlaing has a Bachelor of Arts in Geography from the University of Loikaw, Myanmar, as well as a diploma in education. During her studies she worked as a class instructor at a GETC English School in Yangon.

After finishing her bachelor's, Ma Wai Wai Hlaing has been working as a Regional Tour Guide in Kayah State. Since then, she has organized village trips for tourists, taken care of the safety of the guests during the trips and done translation among local artisans and guests. She has strong communication and organizational skills.
Ma Clara is a regional tourist guide. She completed a Bachelor of Science in Hospitality Management in the Philippines and additionally holds a Bachelor of Arts in History from the University of Mandalay.

Ma Clara has worked as an assistant Spa Manager at the Pristine Lotus Hotel for two years before she started to work as a regional tour guide and trainer cum counsellor for the International Trade Centre, training staff in food safety. She wants to focus on restaurants, hotels but also water bottle companies to train them on food hygiene.
Ma Emilia holds a certificate as regional guide from the Ministry of Hotels and Tourism, as well as a certificate in a computer course and is currently studying History at the University of Loikaw.

Ma Emilia has worked as a teacher at the Monastic school in Phe Khone for three years. Since 2017, she works as a Regional Guide in Loikaw, arranging trips for tourists and interpreting for them. Since 2018, she has been working for the Training of Trainers program from the International Trade Centre. Ma Emilia wants to include the whole community in the training in order to have sustainable results.
Mg Lwin Htet Aung holds a Bachelor of Arts in English from Loikaw University. Afterwards, he received a certificate as a regional guide from the Ministry of Hotels and Tourism in 2013 and received the national guide license in 2018.

Mg Lwin Htet Aung has worked as a sales supervisor at MCE DD4 in Loikaw for three years, engaging for a positive work atmosphere and coordinating the sales and marketing team.

From 2013 onwards, he has been working as a regional tour guide in Loikaw, before now concentrating on the Training of Trainers from the international Trade Centre.
MEET THE TRAINERS

Martino Htay Aung

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Kayan - Native
Myanmar - Fluent
English - Intermediate

Mg Martino holds a philosophy certificate from the Little Way Missionary Institute in Kalaw as well as a Bachelor of Arts (Psychology) from Loikaw University. In 2013, he received a certificate from the Ministry of Hotels and Tourism recognizing him being a regional tour guide and a national licensed tour guide subsequently in 2019.

Mg Martino Htay Aung has worked at the Myanmar Treasure Resort Hotel, providing guests with information about local attractions, restaurants and organizing transportation. Afterwards, he worked as a tour guide and Training of Trainer. As a guide, Mg Martino loves to inspire visitors with traditional legends and stories.
Ma Mary Chit holds a Bachelor of Science in Zoology after gaining a certificate of completion in Nurse Aid. In 2026, Ma Mary received a regional guide certificate from the Ministry of Hotels and Tourism.

Ma Mary worked as a nurse for two years, where she already gained a lot of experience regarding mental and physical health as well as assisting during child birth. In 2016, she decided to focus on tourism and worked as a regional guide and Trainer of Trainers since then. Mary loves to practice her English while showing tourists her country.
Mg Maung Ko received his graduate in 2016 from Karenni community college on the Thai-Myanmar border. In 2017, he received a graduate Diploma in Community Development from Karenni National College, which is also based on the Thai-Myanmar border.

Mg Maung Ko has been working as a regional tour guide since 2016, planning tour itineraries and providing detailed information about historical sites. Since 2016, he has been working with International Trade Centre on Training of Trainers. Mg Maung Ko wants to collaborate with the community tour operators as well as the Ministry of Hotels and Tourism.
Besides her Bachelor of Arts in Geography from the University of Mandalay, Ma Stella also holds a certificate as regional tour guide from the Ministry of Hotels and Tourism.

Ma Stella learned to interact with customers while working as a receptionist. She intensified her communication and knowledge about health while working as health attendant at a home for elderly people in Singapore. Afterwards, Ma Stella has been working as an Interpreter in Malaysia and as a school teacher in the past where she shared her knowledge with others. She is currently working as a tourist guide while gaining good reviews from many tourists.
MEET THE TRAINERS

Win Naing

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Myanmar - Native
English - Intermediate

Mg Win Naing has a diploma in Electrical Engineering from AGTI in Kayah State, as well as a certificate as regional guide from the Ministry of Hotels and Tourism.

Mg Win Naing has previously worked at different hotels. After 5 years as room service captain, supervising correctly delivered orders, he worked at a resort at the Sultanate of Oman as banquet supervisor. After 5 years in Oman, he worked at a hotel in Dubai, setting up a cash register system. Mg Win Naing currently wants to support sustainable tourism growth in Kayah State.
FOOD SAFETY AND HYGIENE TRAINERS
FOOD SAFETY AND HYGIENE

THE TCCS, (TRAINERS CUM COUNSELLORS), SPECIALISED IN FOOD HYGIENE AND SAFETY, WERE TRAINED FOR TWO YEARS BY THE INTERNATIONAL TRADE CENTRE (ITC).

THE TCCS WERE ABLE TO SET UP AND RUN THE 'FOOD SAFETY 3 "P"S (PEOPLE, PRODUCT, PREMISES) CLEANLINESS PROGRAMME' FOR FOOD PROVIDERS IN KAYAH STATE. NOW, THE TCCS HAVE THE EXPERIENCE TO DESIGN THE PROGRAMMES AND SESSION PLANS AS WELL AS IMPLEMENT THE HYGIENE PRACTICES IN HOTELS, RESTAURANTS AND KITCHENS OF COOK GROUPS THAT PROVIDE FOOD TO THE TOURISTS DURING THE COMMUNITY BASED TOURISM PROGRAMMES. THE TEAM OF KAYAH TCCS IS ALWAYS READY TO SPREAD THE KNOWLEDGE OF HYGIENE AND FOOD SAFETY TO ANY INTERESTED OPERATORS ON INSTITUTIONS.

MAY 2020
MEET THE TRAINERS

Christine

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Kayan - Native
Myanmar - Fluent
English - Intermediate

Ma Christine recently has received a Bachelor's degree in Zoology at the University of Loikaw, Myanmar. She has completed the Leadership Program at the Parami Institute of Liberal Arts and Sciences in Yangon. Christine is good at Photoshop, InDesign and video editing.

Working for the International Trade Centre, Ma Christine developed her expertise in food safety and coordinated trainings related to this topic. In addition, she has been working as a translator and assisted in the design of promotional materials.
Ma Andrena has continued her education journey in a number of places, including in Yangon and Chaing Mai. She obtained a Bachelor of Arts in English from the Loikaw University in 2009.

Passionate for teaching, she went on to become a teacher on a number of occasions, including teaching weekend classes for English Access Micro Scholarship Program. She is currently a Senior Social Science teacher at Level Up Academy. She wishes to participate in promoting food safety in the community.
Mg Sebersteno holds a Bachelor of Arts in English from the University of Loikaw.

In 2017, Mg Sebersteno has worked as a community facilitator for the Rural Development Agency in Loikaw, designing a plan concerning necessary infrastructure needed in the village, as well as collecting data. He has been working as project officer at the Kayah State Youth Network organising different trainings concerning human rights and job awareness, before becoming part of the training for trainers. Mg Sebersteno wants to share his knowledge with others in order to educate them about food safety.
MEET THE TRAINERS

Gabriel

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Kayan - Native
Myanmar - Fluent
English - Intermediate

Mg Gabriel graduated from the University of Distant Education majoring in Economics, while he received a Diploma from the Level Up Academy in the same year in 2017. He attended a 10-day MBA programme by MBTC in October 2019.

He is now a food safety trainer and has been conducting trainings since December 2019.
TRAINING OF TRAINERS

PROJECT/CONTACT INFORMATION

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