Globally, MSMEs - micro, small and medium-sized enterprises - make up 90% of all tourism businesses and are crucial providers of jobs and income, especially in developing countries where they are essential for inclusive economic growth.

By focusing on creating and retaining value within the supply chain of each country, ITC’s Value Added to Trade programme contributes to the 2030 Sustainable Development Goals, and directs assistance to MSMEs run by, employing or benefiting women, the youth or the vulnerable, thus “Inclusive Tourism”.

Looking at tourism from a trade angle and with 20 years of experience developing and implementing tourism projects, ITC is perfectly placed to help emerging markets create and market innovative and sustainable tourism products and services. These act as a driver for the broader development of tourism in developing countries and as a catalyst to increase tourism arrivals and spending, thus boosting confidence and revenues at different levels in the value chain.

Destinations like Kayah State in Myanmar have experienced concrete, successful results from our tourism interventions. Since the ITC project started in 2014, arrivals to Kayah have grown by 768% and, compared to Myanmar’s top destinations, Kayah’s market share has grown by 150%. Between 2016 and 2019 the value of new business for Kayah tourism SMEs, based on tour programmes that included the community based tourism (CBT) tours developed with support from ITC, is estimated to be over $1.4 million.
How can we help you?

ITC’s tourism interventions help improve destinations’ attractiveness, as well as create jobs and income for local communities and benefit local MSMEs such as tourist guides, tour organizers, hoteliers or restaurant owners and representatives of the public sector.

Working with local stakeholders and local tourism service providers, inbound Tour Operators exporting tourism packages, tourism-related institutions in addition to the government, ITC’s tourism interventions tackle every step of value chain, enabling tourism sector associations to extend and improve their services to their MSME members. ITC also strengthens destination branding for global exposure among international tourists.

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

What is our process?

There are four steps in our proven track record for success, they are:

1. Opportunity assessment
2. Value chain improvement at the sector level
3. Enhancement of the business environment for tourism
4. Destination marketing and branding

What do our opportunity assessments entail?

ITC assesses the situation of the country’s tourism sector with local stakeholders so that we can design the most value-adding interventions. Taking into account international tourism demand, these studies include:

- Analyzing current sector revenue and potential
- Value chain analysis including linkages with supporting sectors
- Mapping of tourism products, services, activities and stakeholders
- Creating concepts for new tourism products
- Creating a tourism roadmap with a market-focused strategy and action plan
How do we undertake tourism value chain improvement at the sector level?

Working along the tourism value chain, ITC supports local tourism actors including MSMEs and communities to develop innovative and sustainable products and services with market potential. ITC assists with:

- Developing and upgrading tourism services and products
- Training programmes for national inbound tour operators
- Improving food safety and quality
- Strengthening backward linkages to the agricultural and handicraft sectors
- Developing marketing plans
- Coordinating visits to tourism fairs
- Organising B2B with outbound tour operators

Increased tourist arrivals, in regions where ITC supports the development of new, sustainable products and services, generate income beyond direct service providers. Local businesses like hotels, guesthouses, restaurants and shopping outlets all benefit financially from ITC’s work creating engaging community-based tourism and cultural tourism tours.

"With ITC's project, B2B relationships are better than ever. Kayah can now compete with the Big 4 destinations in Myanmar."

Mr Alex Shaw
General Manager
Tour Mandalay

ITC’s projects are experiential since they focus on creating activities that enable tourists to interact with locals while learning and experiencing their craftwork, food and music. Moreover, since tourism is a stimulus for the development of other sectors, we build backward linkages to the creative sector, agricultural, transport and other industries.

Market access is vital to sustained success, so ITC provides key support with trade fair participation, the organisation of promotional events, familiarisation trips for tour operators and B2Bs to raise awareness and boost the visibility of the destinations’ offerings.
Who benefits from institutional development and enhancement of the business environment for tourism?

We advise and train government entities and private sector institutions such as associations. These services result in associations providing stronger services to members, improved tourism statistics that help map trends, the creation of codes of conduct to protect and preserve local culture, improved education and training and public-private dialogues on tourism to bring the voice of the private sector to policy making.

This vital “behind-the-scenes” work bolsters the quality and scope of a destination’s tourism products. It inspires confidence in local stakeholders in the present and the future, and makes tourism more appealing for international visitors to those regions.

Since the ITC project started in 2014, arrivals to Kayah have grown by 768% and compared to Myanmar’s top destination, Kayah’s market share has grown by 150%.

And how do we attract those international tourists?

By collaborating with stakeholders, ITC assists countries and regions to produce coherent and harmonious marketing and branding strategies and create materials and digital campaigns that portray the uniqueness of the experiences and beauty of each destination. These include:

- Brochures, leaflets and maps
- Social media marketing training
- Exhibition stands
- Familiarisation trips for media

Would you like to know more about ITC collaborative approach and passion for authentic, sustainable tourism products that create wealth for your community?

If you are ready to put your destination on the map with more inspiring tourism then ITC is ready to help!

Reach out to Giulia Macola
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