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







Myanmar Tourism Board

MINISTRY OF HOTELS & TOURISM

Hanns Seidel Foundation

Myanmar Responsible Tourism Policy



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Myanmar Responsible Tourism Policy

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Myanmar Tourism Board

MINISTRY OF HOTELS & TOURISM

Hanns Seidel Foundation

Minister's Introduction



H.E. U Htay Aung.
Union Minister,
Ministry of Hotels and Tourism

The Ministry of Hotels and Tourism of the Government of the Republic of the Union of Myanmar has embarked on its initial reform strategies for the tourism sector since March 2011, which included smooth entry of foreign visitors to Myanmar, enhancement towards quality service in hospitality, enhancement of standards in service providers and promotion of all year round tourism destinations.

The Ministry also recognizes that the success of rapid tourism development would not only have a boost on the sector and create swift economic development, but that it would also have challenges in the long-term success for sustainable tourism development in the country. The Ministry, therefore, has taken the initiative, in close collaboration with the Myanmar Tourism Federation and supported by Hanns Seidel Foundation (Germany) by organizing the 'First Responsible Tourism Week" in Nay Pyi Taw during February 21-23, 2012, resulting in the "Nay Pyi Taw Responsible Tourism Statement" described the next steps for developing responsible tourism in Myanmar.
The consensus from the 22 tourism - related Ministries and the private sector for a set of national policy principles that would provide the foundation for a Myanmar Tourism Development Strategy and Action Plan led to the formulation of the draft "Myanmar Responsible Tourism Policy" during May 22- June 5, 2012. The Ministry has the pleasure to acknowledge the support rendered by Hanns Seidel Foundation (Germany) and the expertise of a team of international and national consultants - Prof. Harold Goodwin, Mrs. Nicole Häusler, Mr. Achim Munz, Mrs. Daw Kyi Kyi Aye, Mr. U Phyo Wai Yar Zar and Ms. Dörte Kasüske who organised information gathering working sessions with public and private stakeholders from Yangon, Bagan, Inlay Lake, Kyaing Tong and Ngwe Saung with almost 350 participating stakeholders and finalised the concluding workshop in Yangon and the conference in Nay Pyi Taw.

With the presentation of the draft Myanmar Responsible Tourism Policy to the key participants from the Ministry of Hotels and Tourism and the tourism related Ministries and the private sector, the responsibilities of each action point of the aims of the draft were discussed and received initial approval in Nay Pyi Taw, on June 5, 2012.

In this context, the Ministry recommends that everyone takes on a responsibility in tourism, whether they are in the public sector, private sector, community or are a visitor. As the responsible tourism approach aims to achieve the three principal outcomes of sustainable development - economic growth, environmental sustainability and social justice, we all need to focus on the responsibility of the role-players in the tourism sector and the destinations in general in order to take necessary action to achieve sustainable tourism development.

Myanmar is a fascinating country with its rich natural and cultural heritage. With the current experience of rapid growth in tourism demand, the responsibility to conserve our cultural values aiming at making Myanmar "a better place for people to live in and a better place to visit" is comprehensively stated as the vision supported by the aims and relevant action points of the Myanmar Responsible Tourism Policy. This living document will provide the foundation for the Myanmar Tourism Master Plan.



H. E. U. Htay Aung
Union Minister
Ministry of Hotels and Tourism
Republic of the Government of the Union of Myanmar
27th July 2012

Background

The Republic of the Union of Myanmar is currently experiencing rapid growth in tourism demand. Myanmar is becoming an emerging and fast growing tourism destination in South East Asia. In the first six months of 2012, international visitor arrivals increased by over 30% compared to 2011. In the short run, success is assured and tourism will continue to grow rapidly. However, Myanmar risks potential unsustainable tourism growth and negative impacts relating to the environment, culture and society.

The Ministry of Hotels and Tourism and the Myanmar Tourism Federation recognised that the rapid tourism development may succeed in boosting the sector and creating swift economic development, but may fail in the long-term success for sustainable tourism development in the country.
In response to this challenge, the first Responsible Tourism Week was held in Nay Pyi Taw from 21st to 23rd February 2012. The 22 Ministries representing the public sector, the private sector and international responsible tourism professionals attended the workshops and concluding conference.

The outcome of the responsible tourism week was the "Nay Pyi Taw Responsible Tourism Statement" – a summary of the discussions of the workshops and conference. It further describes the next steps for developing responsible tourism in Myanmar. There was a consensus that a Myanmar Responsible Tourism Policy is urgently needed – a set of national policy principles that provides the foundation for a Myanmar Tourism Development Strategy and Action Plan.

The Myanmar Responsible Tourism Policy was formulated from 22nd May to 5th June 2012. It included information gathering working sessions with public and private stakeholders from Yangon, Bagan, Inlay Lake, Kyaing Tong and Ngwe Saung. Nearly 350 stakeholders participated in the working session process. Concluding workshops were held with the private sector in Yangon and the public sector in Nay Pyi Taw to shape the policy formulation. In Nay Pyi Taw, on 5th June 2012 a draft Myanmar Responsible Tourism Policy was presented to the public and private sector and the responsibilities of each action point were discussed and approved by the participants.







"There was a consensus that a Myanmar Responsible Tourism Policy is urgently needed – a set of national policy principles that provides the foundation for a Myanmar Tourism Development Strategy and Action Plan."



Responsible Tourism

Responsible Tourism is an approach to managing tourism, aimed at maximising economic, social and environmental benefits and minimising costs to destinations. Simply put, Responsible Tourism is tourism "that creates better places for people to live in, and better places to visit". A responsible tourism approach aims to achieve the three principal outcomes of sustainable development - economic growth, environmental sustainability and social justice. The distinguishing characteristic of the approach is the focus on the responsibility of role-players in the tourism sector, and destinations in general, to take action to achieve sustainable tourism development.



It is tourism where people take an active responsibility in the tourism sector – in public and private sector, and in communities where tourism occurs; it is about identifying issues, prioritising them and taking action alone or with others to address challenges. Responsible Tourism is a multi-stakeholder process involving partnerships within and between the public and private sectors to take effective action to address challenges or maximise the yield from tourism. Everyone can take on a responsibility in tourism, whether you are in the public sector, private sector, community or you are a visitor. It is about recognising responsibility and not leaving it to others – not being an achaung thamar – a free rider. The responsibility agenda is broad and it extends from delivering what is offered and contract compliance, through financial protection and bonding, to health and safety and meeting the expectations of guests.



Statement of Commitment



With this Myanmar Responsible Tourism Policy, the Republic of the Union of Myanmar commits to develop, plan, manage and promote a tourism industry that emphasises on sustainability, quality and competitiveness, and recognises cultural responsibility and social justice, environmental sustainability and economical viability.

Building a viable and sustainable tourism industry in Myanmar requires strong public and private sector partnerships, as well as inclusion and support from the local communities and civil societies. The role of the private sector is driving development and investment in tourism services and experiences, while the public sector plays a catalytic role of providing and improving infrastructure as well as providing a conducive climate for investment. A participatory integrative approach shall be adopted where local communities, the private sector, NGOs, the general public and other stakeholders are given opportunities to take part in the planning and decision making process, and ownership of the tourism industry.

"Building a viable and sustainable tourism industry in Myanmar requires strong public and private sector partnerships"



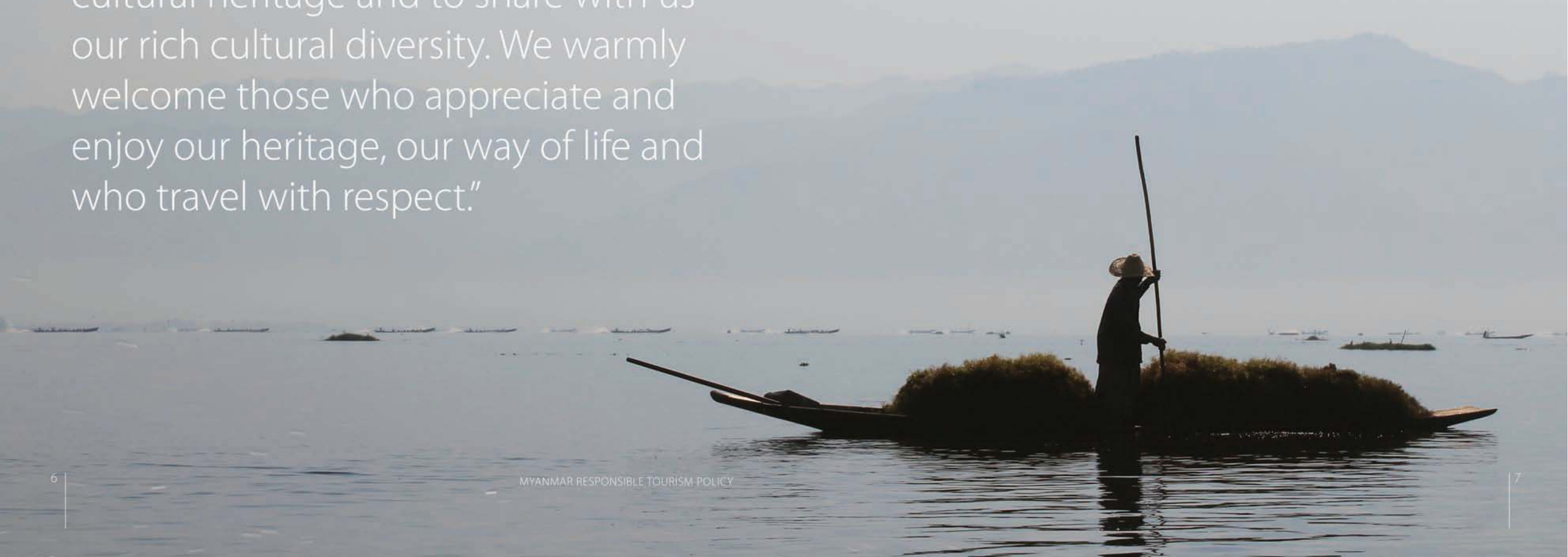
Stakeholders formulating the Responsible Tourism Policy in Nay Pyi Taw.

This means that tourism development in Myanmar shall be beneficial and inclusive, and as best possible accessible to all of the people of Myanmar both as visitors (customers) as well as participants (suppliers) of the tourism industry. The Myanmar Responsible Tourism Policy ensures that the Republic of the Union of Myanmar uses Responsible Tourism as part of its strategy for sustainable social and economic development of the country. Tourism plays a vital role in Myanmar by reducing poverty, enabling employment opportunities, balancing social and economic development and implementing political reforms. Its objectives and implications shall be transparent to all tourism stakeholders.

Our Vision

The Myanmar Responsible Tourism Policy is led by the following vision:

" 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."





Our Aims

The vision is supported by nine aims for achieving responsible tourism in Myanmar. The aims provide the directions for the action points that will guide the implementation of the Myanmar Responsible Tourism Policy.

The following nine aims guide the Myanmar Responsible Tourism Policy:

1. Tourism is a national priority sector

Integrate domestic and international tourism into the national economic policy, and develop linkages between tourism and other economic sectors to maximise benefits. Further strengthen cooperation mechanisms within the public sector and with the various tourism sector stakeholders (private sector, local communities and civil society).

2. Broad based local social-economic development

Spread benefits in the community, encourage local entrepreneurship and civil society engagement to secure livelihoods for women and youth and to alleviate poverty.

3. Maintain cultural diversity and authenticity

Preserve national identity and encourage the development of cultural heritage and living cultures.

4. Conservation and enhancement of the environment

Take leadership in applying responsible environmental practices in flora and fauna, through adherence to environmental legislation and encouragement of conservation and sustainable usage of natural resources.

5. Compete on product richness, diversity and quality – not just price

Reflect on the tourism products and experiences that are traditional in character of Myanmar, as well as on the market demands and expectations of visitors, with an interest in supporting responsible and sustainable tourism development.

6. Ensure health, safety and security of our visitors

Meet set standards of all tourism services on health, safety and security across the tourism industry.

7. Institutional strengthening to manage tourism

Enhance the understanding and effective management of tourism from a national to a local level and with the stakeholders in destinations.

8. A well trained and rewarded workforce

Establish an adequate and appropriate capacity building programme through continuing professional development, training and education.

9. Minimising unethical practises

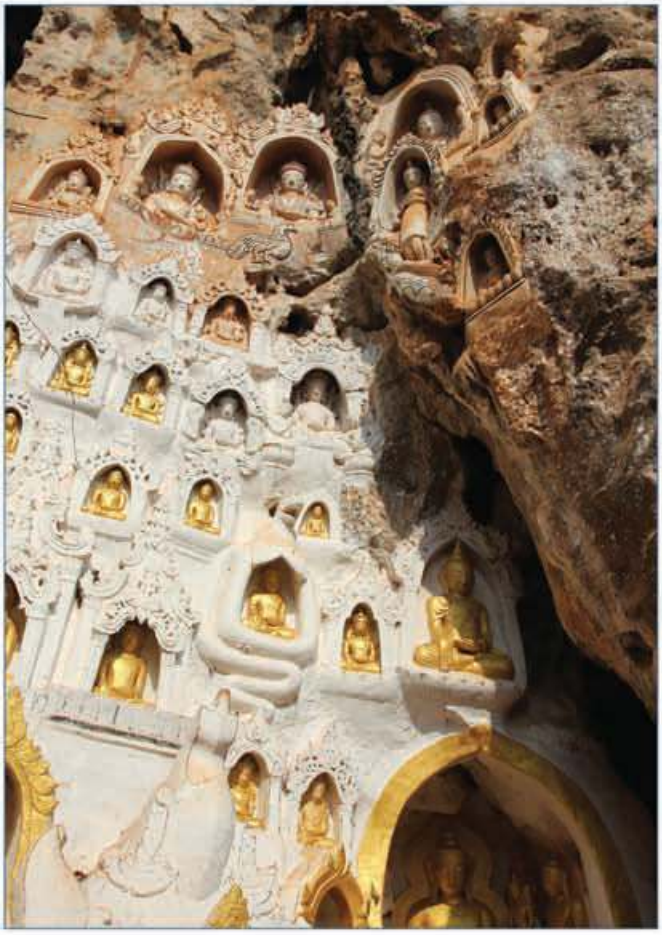
Apply ethical standards through tourism development to minimise social, economic and environmental harm.

Action Points

The action points are the drivers of the Myanmar Responsible Tourism Policy. They were identified during the information gathering working sessions, refined during the public and private sector workshops and prioritised during the concluding conference of the policy formulation process. Each action point has a leading stakeholder that takes on the responsibility as a focal point.

The focal point's responsibility is to coordinate and monitor the implementation of the action points.

Other stakeholders take on responsibilities in an advisory, liaising or supportive role. The priorities of each action point were determined in a participatory approach with the stakeholders. All action points were defined as priorities; nevertheless, they were distinguished in high, medium and low priorities according to the urgency and the ability to implement the action points, including potential budgets, human resource capacities, and the continuity of the process.





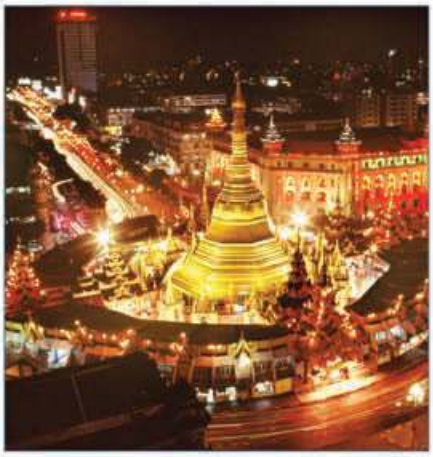


Actions points (58) are assigned to the aims (9) of the Myanmar Responsible Tourism Policy:

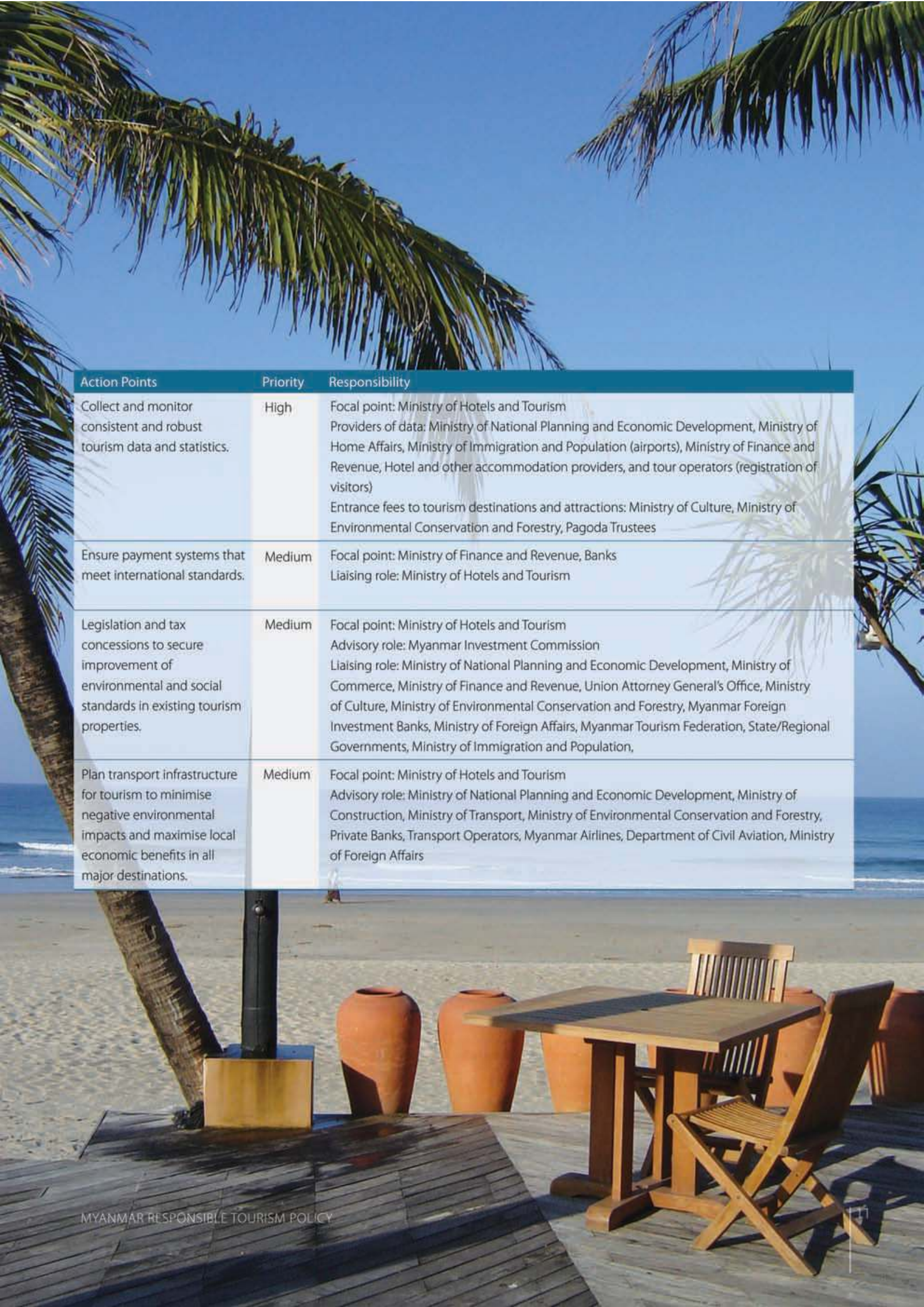
1. Tourism is a national priority sector
2. Broad based local social-economic development
3. Maintain cultural diversity and authenticity
4. Conservation and enhancement of the environment
5. Compete on product richness, diversity and quality – not just price
6. Ensure health, safety and security of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

1. Tourism is a national priority sector

Integrate domestic and international tourism into the national economic policy, and develop linkages between tourism and other economic sectors to maximise benefits. Further strengthen cooperation mechanisms within the public sector and with the various tourism sector stakeholders (private sector, local communities and civil society).



Action Points	Priority	Responsibility
Integrated Tourism Planning: land use, zoning, building control and resource planning.	High	Focal point: Ministry of Hotels and Tourism Advisory role: Ministry of National Planning and Development, State/Regional Governments, Myanmar Investment Commission Liaising role: Ministry of Culture, Ministry of Environmental Conservation and Forestry, Ministry of Agriculture and Irrigation, Ministry of Commerce, Ministry of Finance and Revenue, Ministry of Immigration and Population, Ministry of Construction, Ministry of Foreign Affairs, Union Attorney General's Office, Myanmar Tourism Federation
A tourism investment process that includes responsible tourism development guidelines.	High	Focal point: Ministry of Hotels and Tourism Advisory role: Myanmar Investment Commission Liaising role: Ministry of National Planning and Economic Development, Ministry of Commerce, Ministry of Finance and Revenue, Union Attorney General's Office, Ministry of Culture, Ministry of Environmental Conservation and Forestry, Myanmar Foreign Investment Banks, Ministry of Foreign Affairs, State/Regional Governments, Ministry of Immigration and Population, Myanmar Tourism Federation, 'Union of Myanmar Federation of Chambers of Commerce and Industry
Plan the development of new accommodation units to meet actual demand at all major destinations for all categories of accommodation.	High	Focal point: Ministry of Hotels and Tourism Advisory role: Hotel and other accommodation providers, Investors, Ministry of National Planning and Economic Development, State/Regional Governments
Build regional hospitality training institutes.	High	Focal point: Ministry of Hotels and Tourism Advisory role: Ministry of Education, Ministry of National Planning and Economic Development, State/Regional Governments, hotels and accommodation providers
Establish information centres to inform and guide visitors in all major destinations.	High	Focal point: Ministry of Hotels and Tourism Liaising role: Private Sector, Ministry of Culture, Ministry of Information, Ministry of Immigration and Population, Myanmar Tourism Federation, State/Regional Governments and communities
Integrate domestic tourism as an important part of the tourism economy.	High	Focal point: Ministry of Hotels and Tourism Advisory role: Ministry of Religious Affairs, Ministry of Culture, Ministry of Transport, Ministry of Communication, Post and Telegraph, Ministry of Immigration and Population, Myanmar Tourism Federation, State/Regional Governments



Action Points	Priority	Responsibility
Collect and monitor consistent and robust tourism data and statistics.	High	Focal point: Ministry of Hotels and Tourism Providers of data: Ministry of National Planning and Economic Development, Ministry of Home Affairs, Ministry of Immigration and Population (airports), Ministry of Finance and Revenue, Hotel and other accommodation providers, and tour operators (registration of visitors) Entrance fees to tourism destinations and attractions: Ministry of Culture, Ministry of Environmental Conservation and Forestry, Pagoda Trustees
Ensure payment systems that meet international standards.	Medium	Focal point: Ministry of Finance and Revenue, Banks Liaising role: Ministry of Hotels and Tourism
Legislation and tax concessions to secure improvement of environmental and social standards in existing tourism properties.	Medium	Focal point: Ministry of Hotels and Tourism Advisory role: Myanmar Investment Commission Liaising role: Ministry of National Planning and Economic Development, Ministry of Commerce, Ministry of Finance and Revenue, Union Attorney General's Office, Ministry of Culture, Ministry of Environmental Conservation and Forestry, Myanmar Foreign Investment Banks, Ministry of Foreign Affairs, Myanmar Tourism Federation, State/Regional Governments, Ministry of Immigration and Population,
Plan transport infrastructure for tourism to minimise negative environmental impacts and maximise local economic benefits in all major destinations.	Medium	Focal point: Ministry of Hotels and Tourism Advisory role: Ministry of National Planning and Economic Development, Ministry of Construction, Ministry of Transport, Ministry of Environmental Conservation and Forestry, Private Banks, Transport Operators, Myanmar Airlines, Department of Civil Aviation, Ministry of Foreign Affairs

2. Broad based local social-economic development

Spread benefits in the community, encourage local entrepreneurship and civil society engagement to secure livelihoods for women and youth and to alleviate poverty.



Action Points	Priority	Responsibility
Maximise opportunities for people from local communities to gain employment in tourism enterprises such as hotels, guesthouses and restaurants, as guides, and other opportunities for selling goods and services to visitors.	Medium	Focal point: Myanmar Tourism Federation Liaising role: Hotels and other accommodation providers, tour operators, transport operators, taxis, Ministry of Cooperatives, Ministry of Health, Ministry of Education
Establish Corporate Social Responsibility (CSR) mechanism in all tourism related businesses.	Medium	Focal point: Myanmar Tourism Federation Liaising role: Tourism businesses, Union of Myanmar Federation of Chambers of Commerce and Industry
Set up guidelines for overnight stays and visitor activities in rural communities.	Medium	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Home Affairs, Ministry of Immigration and Population, Myanmar Police Force, State/Regional Governments
Diversify the local economy via handicraft development and support the development of local artisan and handicraft shops, in particular involving woman and youth.	Medium	Focal point: Ministry of Social Welfare, Relief and Resettlement Advisory role: Ministry of Cooperatives, Ministry of Border Affairs, Ministry of Education, Hotel and accommodation
Promote local entrepreneurship through micro and small enterprises in building local capacity in partnership with established local, national and international partners.	Medium	Focal point: Ministry of Cooperatives Liaising role: Myanmar Tourism Federation, Hotel and accommodation providers, tour operators, development agencies, NGO's, Ministry of Home Affairs, State/Regional Governments
Purchase products locally.	Low	Focal point: Ministry of Agriculture and Irrigation and Irrigation Advisory role: Hotels and accommodation providers, local community



3. Maintain cultural diversity and authenticity

Preserve national identity and encourage the development of cultural heritage and living cultures.

Action Points	Priority	Responsibility
Ensure that visitors understand the social norms when visiting cultural heritage sites.	High	Focal point: Ministry of Culture Advisory and liaising role: Ministry of Hotels and Tourism, Tour Guide Association, Tour Operators, Tourists, Ministry of Information, Media, guide book writers, Ministry of Immigration and Population, Ministry of Education, State/ Regional Governments, Myanmar Tourism Federation
Ensure that interpretation at cultural heritage sites are provided in local and international languages.	Low	Focal point: Ministry of Culture Advisory and liaising role: Department of Archaeology, Ministry of Religious Affairs, State/ Regional Governments, Tour Operators
Train local guides to value the living culture of ethnic groups.	Low	Focal point: Ministry of Hotels and Tourism Advising and liaising role: Ministry of Education, Ministry of Culture, Tour operators, Tour Guide Association, Local Communities, Myanmar Tourism Federation, State/Regional Governments



4. Conservation and enhancement of the environment

Take leadership in applying responsible environmental practices in fora and fauna, through adherence to environmental legislation and encouragement of the conservation and sustainable usage of natural resources.

Action Points	Priority	Responsibility
Ensure the tourism sector manages the use of energy more efectively.	High	Focal point: City and Township Development Councils Advisory and liaising role: Ministry of Hotels and Tourism, Myanmar Tourism Federation, Ministry of Environmental Conservation and Forestry, Ministry of Electric Power, Ministry of Energy, Ministry of Science and Technology, Ministry of National Planning and Economic Development, Myanmar Investment Commission, Hotels, Myanmar Hoteliers Association, Tour Operators, Transport Providers, Development Agencies, NGO's, State/Regional Governments
Train local guides to enable visitors to appreciate the natural heritage and protected areas.	High	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Environmental Conservation and Forestry, Ministry of Culture, Ministry of Education, Tour Operators, Tour Guide Associations, Local Communities, Myanmar Tourism Federation, State/Regional Governments.
Ensure the tourism sector improves waste management and reduces waste and over-consumption.v	Medium	Focal point: City and Township Development Councils Advisory and liaising role: Ministry of Hotels and Tourism, Myanmar Tourism Federation, Ministry of Environmental Conservation and Forestry, Ministry of Border Afairs, Ministry of Electric Power, Ministry of Science and Technology, Ministry of National Planning and Economic Development, State /Regional Government, Myanmar Investment Commission, Hotels, Tour Operators, Myanmar Hoteliers Association, Development Agencies and NGO's.
Monitor water supplies and where necessary take preemptive action to reduce consumption.	Medium	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Agriculture and Irrigation, Ministry of Environmental Conservation and Forestry, Ministry of Science and Technology, Ministry of Health, Ministry of National Planning and Economic Development, Department of Water Resources and Improvement of River System, Hotels, Myanmar Hoteliers Association, Development Agencies and NGO's, State/Regional Governments
Support the establishment and improvement of the management of protected areas – terrestrial and marine.	Medium	Focal point: Ministry of Environmental Conservation and Forestry Advisory and liaising role: Ministry of Hotels and Tourism, Ministry of National Planning and Economic Development, Ministry of Home Afairs, Ministry of Culture, Hotels and accommodation providers, Tour operators, State/ Regional Governments
Create awareness about the value of natural resources among the local people and visitors.	Low	Focal point: Ministry of Environmental Conservation and Forestry Advisory and liaising role: Ministry of Hotels and Tourism, Ministry of Education, Ministry of Information, Ministry of Culture, Tour Operators, Tour Guide Association, Local Communities, State/ Regional Governments

5. Compete on product richness, diversity and quality – not just price

Refect on the tourism products and experiences that are traditional in character of Myanmar as well as on the market demands and expectations of visitors with an interest in supporting responsible and sustainable tourism development.

Action Points	Priority	Responsibility
Ensure contract compliance: fair pricing for tourism services which is based on demand and quality.	High	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Myanmar Tourism Federation, Myanmar Hoteliers' Association, Hotels and other accommodation, Tour Operators, Union Attorney General's Ofce, Ofce of the Judiciary, Ministry of Finance and Revenue, State/Regional Governments.
Set up a national accommodation rating system that includes all accommodation types – advancing to ASEAN and regional standards.	High	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Home Afairs, State/Regional Governments, Myanmar Tourism Federation, Hotels and other accommodation, Domestic and International Tour Operators, UNWTO
Enable and support community based tourism activities that beneft local communities.	High	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Myanmar Tourism Federation, Hotels and other accommodation, Domestic and International Tour Operators, Ministry of Cooperatives, Ministry of Border Afairs, State/Regional Governments.
Promote the cultural and natural heritage in Myanmar – responsibly – to fulfl travellers' expectations of quality and service.	Medium	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Myanmar Tourism Federation, Hotels and other accommodation units, Domestic and International Tour Operators, Ministry of Information, Myanmar Radio and Television, Ministry of Culture, Ministry of Foreign Afairs, State/Regional Governments
Develop a code of conduct for tour operators, transport and accommodation providers.	Medium	Focal point: Ministry of Hotels and Tourism in coordination with the Union Attorney General's Office Advisory and liaising role: Ministry of Transport, Ministry of Railways Transportation, Ministry of Culture, Ministry of Environmental Conservation and Forestry, Myanmar Tourism Federation, State/Regional Governments Implementation: Hotels and other accommodation, Domestic and International Tour Operators
Enable and support the development of interactive travel experiences and new products (soft adventure activities) that provide the opportunity to include and link to local people, spread benefts and recognise the environment	Low	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Cooperatives, Department of Sport and Physical Education, Ministry of Border Afairs, Myanmar Tourism Federation, Hotels and other accommodation, Domestic and International Tour Operators, State/Regional Governments



6. Ensure health, safety and security of visitors

Meet set standards of all tourism services on health, safety and security across the tourism industry.





Action Points	Priority	Responsibility
Encourage the provision of standardised restrooms at key tourism sites in all major tourism destinations.	High	Focal point: Ministry of Hotels and Tourism in consultations with the State/Regional Governments Advisory and liaising role: Ministry of Construction, Ministry of Transport, Ministry of Health, Development Agencies, NGO's, Myanmar Tourism Federation.
Provide adequate information to visitors that will help to improve their health, safety and security – coordinate and cooperate among appropriate stakeholders.	High	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Health, Ministry of Information, Hotel and accommodation providers, Tour Operators, Tour Guides, State/Regional Governments.
Ensure that emergency and rescue procedures are in place at all major destinations.	Medium	Focal point: Ministry of Health Advisory and liaising role: Ministry of Finance and Revenue, Ministry of Hotels and Tourism, Ministry of Transport, Hotel and accommodation providers, Tour operators, State/Regional Governments.
Consistent health, hygiene and sanitation standards for all tourism service providers.	Medium	Focal point: Ministry of Health Advisory and liaising role: Ministry of Hotels and Tourism, Hotel and accommodation providers, Tour operators, Cafés, Restaurants, Hospitals, Private Clinics, Doctors, Development Agencies, NGO's, State/Regional Governments.
Ensure that the local ofce of the Ministry of Health understands insurance and liability procedures and relevant formalities.	Medium	Focal point: Ministry of Finance and Revenue (Myanmar Insurance Enterprise) Advisory and liaising role: Ministry of Health, Ministry of Hotels and Tourism, Insurance Agencies, Ministry of Immigration and Population, Ministry of Information, Ministry of Foreign Afairs, State/Regional Governments.
Ensure that all tourism services providers are trained on health, safety and security issues and undertake regular audits.	Medium	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Health, Ministry of Transport, Ministry of Home Afairs, Hotel and accommodation providers, Tour Operators, Development Agencies, NGO's, State/Regional Governments.
Prevent crime associated with tourism and work with the Police and local authorities.	Low	Focal point: Ministry of Home Afairs, Myanmar Police Force State/Regional Governments Advisory and liaising role: Local Communities, Tour guides, Tour Operators, Hotel and accommodation providers, Department of Customs, Ministry of Immigration and Population.

7. Institutional strengthening to manage tourism

Enhance the understanding and efective management of tourism from a national to a local level and with the stakeholders in destinations.

Action Points	Priority	Responsibility
Provide tourism awareness training in local communities.	High	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Education, Ministry of Culture, Hotel and accommodation providers, Myanmar Radio and Television Department, Tour operators, Development Agencies, NGO's, State/Regional Governments.
Review the institutional structure of the Ministry of Hotels and Tourism.	High	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Finance and Revenue, Department of Civil Service Selection.
Ensure that tourism is seen locally as a priority sector at all major tourism destinations.	Medium	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Home Afairs –District Commissioner, State/ Regional Governments, Ministry of Information, Myanmar Television and Radio, People's Representatives, Hotel and accommodation providers, Tour Operators, Development Agencies, NGO's.
Develop an institutional connection between the Ministry of Hotels and Tourism and the local authorities, establishing tourism as part of the local government departments.	Medium	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Home Afairs – District Commissioner, State / Regional Governments, People's Representatives, Hotel and accommodation providers, Tour operators, Development Agencies, NGO's.
Strengthen the local authorities in managing tourism at a local level	Low	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Education, Development Agencies, NGO's , State/Regional Governments.
Establish the role of local communities in the management of tourism.	Low	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Home Afairs - District Commissioner, State/Regional Governments, People Representatives, Hotel and accommodation providers, Tour Operators, Development Agencies, NGO's.



8. A well trained and rewarded workforce

Establish an adequate and appropriate capacity building programme through continuing professional development, training, and education.

Action Points	Priority	Responsibility
Establish more tourism and hospitality training institutions.	High	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Education, Ministry of Health, Ministry of Immigration and Population, Ministry of Home Afairs (Myanmar Police Force), Myanmar Tourism Federation, Hotel and accommodation providers, Tour Operators, Development Agencies, NGO's, State/Regional Governments.
Standardise training in all tourism institutions.	High	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Education, Ministry of Culture, Ministry of Labour, Hotel and accommodation providers, Tour operators, Development Agencies, NGO's, ASEAN, State/Regional Governments.
Initiate train the trainer programmes in all tourism sectors (transport, hospitality, tour operator, tour guides etc).	High	Focal point: Ministry of Social Welfare, Relief and Resettlement Advisory and liaising role: Ministry of Education, Ministry of Religious Afairs, Pagoda Trustees, Hotel and aFocal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Education, Myanmar Tourism Federation Implementation support, communication and awareness raising: Myanmar Tourism Federation, Hotel and accommodation providers, Tour operators, Development Agencies, NGO'sccommodation providers, Tour Operators, tour guides, Development Agencies, NGO's, State/Regional Governments.
Standardise guide training that is career focused.	Medium	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Education, Ministry of Culture, Ministry of Environmental Conservation and Forestry, Hotel and accommodation providers, Tour Operators, Development Agencies, NGO's
Raise the status of employment in tourism and hospitality and ensure there is career progression based on merit.	Medium	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Education, Ministry of Labour, Hotel and accommodation providers, Tour Operators, Development Agencies, NGO's
Promote the provision of informal training, which is occupational, specifc and practice oriented and include people that are disadvantaged and with disabilities.	Low	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Education, Ministry of Labour Hotel and accommodation providers, Tour Operators, Development Agencies, NGO's

9. Minimising unethical practises

Apply ethical standards through tourism development to minimise social, economic and environmental harm.

Action Points	Priority	Responsibility
A code of conduct – do's and don'ts guidelines for international visitors.	High	Focal point: Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Education, Ministry of Immigration and Population, Ministry of Information, Ministry of Culture, Ministry of Environmental Conservation and Forestry, Myanmar Tourism Federation Distribution: Hotel and accommodation providers, Tour operators, Development Agencies, NGO's, Embassies
Encourage local tourism service providers and authorities to detect and prevent child abuse.	High	Focal point: Ministry of Home Afairs – Myanmar Police Force Communication and awareness raising: Ministry of Hotels and Tourism in close cooperation with Ministry of Social Welfare, Relief and Resettlement and Ministry of Education Implementation support: Hotel and accommodation providers, Tour operators, Development Agencies, NGO's, Ministry of Immigration and Population, Union Attorney General Ofce, Ministry of Education, Ministry of Religious Afairs – Monks, State/Regional Governments.
Encourage local tourism operators, service providers and local authorities to work together to discourage children from begging and missing school.	High	Focal point: Ministry of Social Welfare, Relief and Resettlement Advisory and liaising role: Ministry of Education, Ministry of Religious Afairs, Pagoda Trustees, Hotel and accommodation providers, Tour Operators, tour guides, Development Agencies, NGO's, State/Regional Governments.
Awareness and prevention of child labour and exploiting human rights.	Medium	Focal point: Ministry of Home Afairs, Ministry of Hotels and Tourism Advisory and liaising role: Ministry of Social Welfare Relief and Resettlement, Myanmar Tourism Federation, Hotel and accommodation providers, Tour Operators, Development Agencies, INGO`s, NGO's, Ministry of Immigration and Population, Ministry of Education, Ministry of Information, State/Regional Governments.
Awareness and prevention of sexual exploitation of men, women and children by establishing groups at local level to detect and prevent abuse.	Medium	Focal point: Ministry of Home Afairs – Myanmar Police Force Ministry of Hotels and Tourism: Communication and awareness raising, and close cooperation with Ministry of Social Welfare Relief and Resettlement Support implementation of communication and awareness raising: Myanmar Tourism Federation, Hotel and accommodation providers, Tour Operators, Development Agencies, INGO`s, NGO's, Ministry of Immigration and Population, Ministry of Education, Ministry of Information, State/Regional Governments.

9. Minimising unethical practises (continued)

Apply ethical standards through tourism development to minimise social, economic and environmental harm.

Action Points	Priority	Responsibility
Awareness on gambling tourism and the risks.	Low	Interdepartmental Committee: Ministry of Hotels and Tourism, Ministry of Finance and Revenue , Ministry of Home Afairs, Ministry of Religious Afairs, Union of Attorney General's Ofce, Ministry of Immigration and Population, Ministry of Planning and Economic Development, Ministry of Culture, Hotel and accommodation providers, Banks, State/Regional Governments
Awareness and detecting human trafcking through tourism.	Low	Focal point: Ministry of Home Afairs – Myanmar Police Force Communication and awareness raising: Ministry of Hotels and Tourism in close cooperation with Ministry of Social Welfare Relief and Resettlement. Implementation support: Hotel and accommodation providers, Tour operators, Development Agencies, INGO`s, NGO's, Ministry of Immigration and Population, Ministry of Border Afairs, State/Regional Governments
Awareness and guidelines for preventing and detecting drugs and narcotics abuse.	Low	Focal point: Ministry of Home Afairs–Myanmar Police Force Communication and awareness raising: Ministry of Hotels and Tourism in close cooperation with Ministry of Social Welfare Relief and Resettlement. Implementation support: Hotel and accommodation providers, Tour Operators, Development Agencies, NGO's, Ministry of Immigration and Population, Ministry of Information, Ministry of Education, State/Regional Governments



The Myanmar Responsible Tourism Policy was formulated from 22nd May to 5th June 2012. It included information gathering working sessions with public and private stakeholders from Yangon, Bagan, Inlay Lake, Kyaing Tong and Ngwe Saung. Nearly 350 stakeholders participated in the working session process.



Concluding workshops were held with the private sector in Yangon and the public sector in Nay Pyi Taw to shape the policy formulation. In Nay Pyi Taw, on 5th June 2012 a draft Myanmar Responsible Tourism Policy was presented to the public and private sector and the responsibilities of each action point were discussed and approved by the participants.

Stakeholder Involvement



The success and failure in moving towards responsible tourism in Myanmar depends on the ability to work and bring together professional competence, stakeholder perspectives and result-oriented implementation. The support, commitment and cooperation of all tourism stakeholders in the destinations in Myanmar are essential for the long-term sustainability of tourism in the country. Identifying and understanding who the stakeholders in a destination are and what their interests are is important in developing an appropriate engagement process. Stakeholders have to create joint solutions across sectors, institutions and diferent ethnic cultures for the greater good of responsible tourism development in Myanmar. It is pivotal that the public sector – national government - recognises and commits that implementing responsible tourism requires strong public/private sector partnerships at diferent levels, and includes the support and engagement of local communities, especially of women, civil societies, non-governmental organisations and conservation organisations.

The role of the public sector – national government

The public sector at the national level ensures that implementation mechanisms are in place, efective and participatory for the Myanmar Responsible Tourism Policy. This includes preparing suitable frameworks for responsible tourism development such as investment, taxation, education, health and safety, marketing, human resource and infrastructure development which are embedded in sustainable economic, environmental and social development. The public sector at national level has the responsibility to regulate and facilitate this process.



The role of local authorities

The local authorities including state and regional authorities play a crucial role in activating the actions points locally. In Myanmar, local authorities take on a leading role in environmental and land-use planning and rural development initiatives. This also includes facilitating participation of local communities and licensing businesses in accordance with a national framework. The key role of the local authorities is to adapt the national policy aims and action points to the local level and to take on an active facilitation towards the local tourism stakeholders.

The role of the private sector

The private tourism sector is the guiding vehicle for responsible tourism promotion and development in Myanmar. Generally, the private sector is driven by maximising economic proft and bears the major investment risks. It is in the interest of the private sector that the tourism economic development is sustainable in the long term. Delivering quality tourism services and experiences, satisfying visitor experiences and providing value-for-money are largely private sector responsibilities. The private sector also has the responsibility of developing tourism as an industry and an engine for Myanmar's sustainable socio-economic growth. Private sector tourism development and investment need to be inclusive and participatory with local communities regarding their economic, environmental and social sustainability.





The role of communities

Communities are expected to play a vital role in the development of responsible tourism in Myanmar. They should be one of the main benefciaries of tourism especially in rural areas and should be closely integrated in tourism development and investment activities by the public and private sectors. Communities should actively engage and be made aware of the potential negative, but also positive impacts, on their local economy, environment and culture. They should seek and demand integration and involvement as best possible in local tourism development and investment and as individuals take on the role of tourism entrepreneurs and the responsibilities of the private sector.

The role of non-governmental and civil society organisations

Non-governmental and civil society organisations, particularly locally and community based ones, are expected to play an encouraging role in responsible tourism development. They are able to support and assist the public and private sector in preparing and implementing responsible tourism standards, ranging from tourism and environmental awareness programmes among communities to human resource development programs and to national tourism industry standard initiatives. The role of non-governmental and civil society organisations is to reach out, provide linkages to communities, support and assist in developing and implementing tourism related projects. They are also facilitators between the public and private sector and the communities to generate more community involvement in the tourism sector and have a responsibility to monitor and evaluate commitments for responsible tourism.



The role of conservation institutions and organisations

National and provincial conservation agencies play an important role in developing and managing state conservation land for tourism purposes. They have the responsibility to contribute to sustaining human society through conserving natural and cultural heritage. Responsible tourism activities should also act as a conservation tool through proper management of natural and cultural resources.



Role of women

Women, especially in rural communities, play an important part in managing and creating socio-economic opportunities for families and communities. Enhancing employment for women is a fundamental determinant in realising development impacts from tourism. Often women are seen as a "cheap" alternative to employing men, with no security of tenure, maternity leave or investment in career development. The provision such as artisan and craft training or other focused tourism training to expand the skill base of women can considerably enhance the socio-economic situation of families and improve family and community life. Responsible tourism is to ensure equality in the employment conditions of women.

Monitoring, Reporting and Revision

Monitoring the Myanmar Responsible Tourism Policy is the responsibility of the Ministry of Hotels and Tourism. The Ministry of Hotels and Tourism also coordinates comments and suggestions on the policy document and reports on progress and challenges of implementing the policy. A report will be distributed to all tourism related Ministries and tourism stakeholders.

The Myanmar Responsible Tourism Policy is a "living document" and the vision, aims and action points are not "cast in stone". It should be regularly adapted to the tourism development process in Myanmar. Review of the document should be continuous and in collaboration and exchange with a broad range of tourism stakeholders. Actions points and priorities are reviewed bi-annually in a tourism stakeholder forum.

The Myanmar Responsible Tourism Policy serves as a platform for the National Tourism Master Plan and regional development strategies for the major tourism destinations.



Myanmar Responsible Tourism Policy



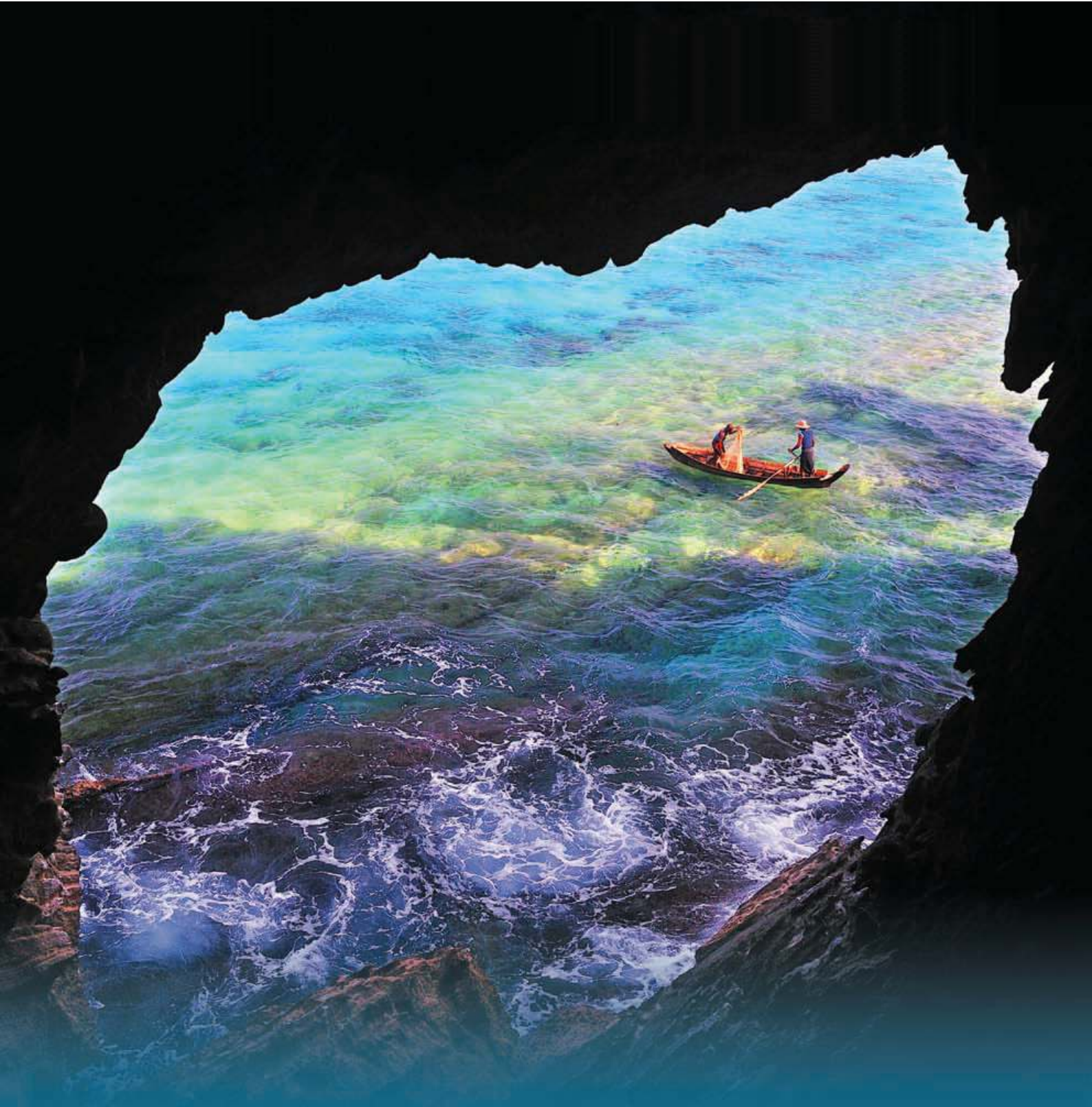












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