

Developments and Trends in Tourism in Myanmar

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MCRB aims to provide a trusted and impartial platform for the creation of knowledge, building of capacity, undertaking of advocacy and promotion of dialogue amongst businesses, civil society, governments, experts and other stakeholders with the objective of encouraging responsible business conduct throughout Myanmar.



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Financial support from governments of:

- UK
- Norway
- Switzerland
- Netherlands
- Ireland
- Denmark (2014-2017)

Founders:



What is 'responsible business'?

Responsible business means business conduct that works for the long-term interests of Myanmar and its people, based on responsible social and environmental performance within the context of international standards.

What does a responsible business do?

 <p>Obeys the law</p>	 <p>Respects human rights</p>	 <p>Respects the environment</p>	 <p>Respects its employees</p>	 <p>Is transparent</p>
 <p>Treats other businesses responsibly</p>	 <p>Doesn't pay bribes or tea money</p>	 <p>Responds to and engages with stakeholders</p>	 <p>Treats its customers responsibly</p>	 <p>Pays its taxes</p>



ပြည်ထောင်စုလုပ်ငန်းများ၏ သက်ရောက်မှုများအား ကာကွယ်ဆေးထိုးခြင်း

မြန်မာ့ခရီးသွားလုပ်ငန်းကဏ္ဍ၏ သက်ရောက်မှုများအား လေ့လာဆန်းစစ်ခြင်း အစီရင်ခံစာ အနှစ်ချုပ် နှင့် အကြံပြုတင်ပြချက်များ



ပျမန္နာ့ခရီးသြားလုပွနူးကၢ၏ သက့့ေရာကွးမားအား ေလ့လာဆနူးစစ့ပျခငူးအစီရငံ့စာမား



Sector-Wide Impact Assessment

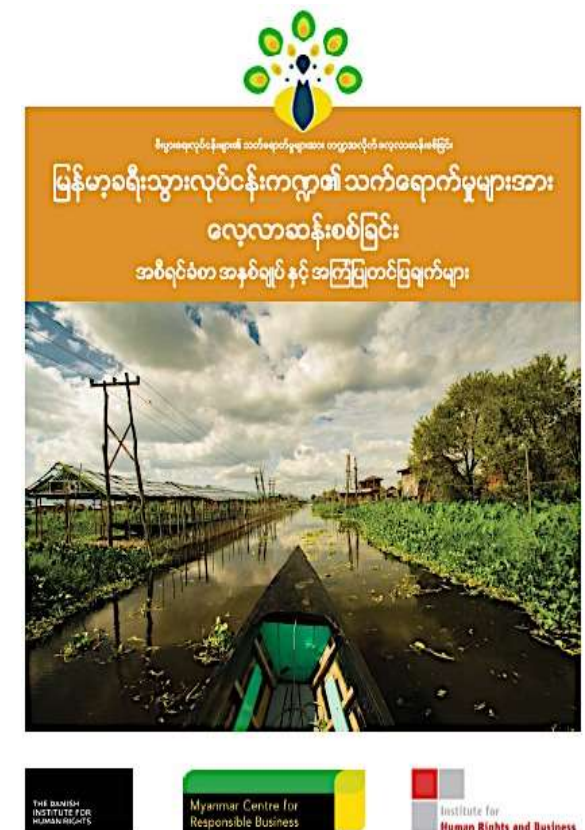
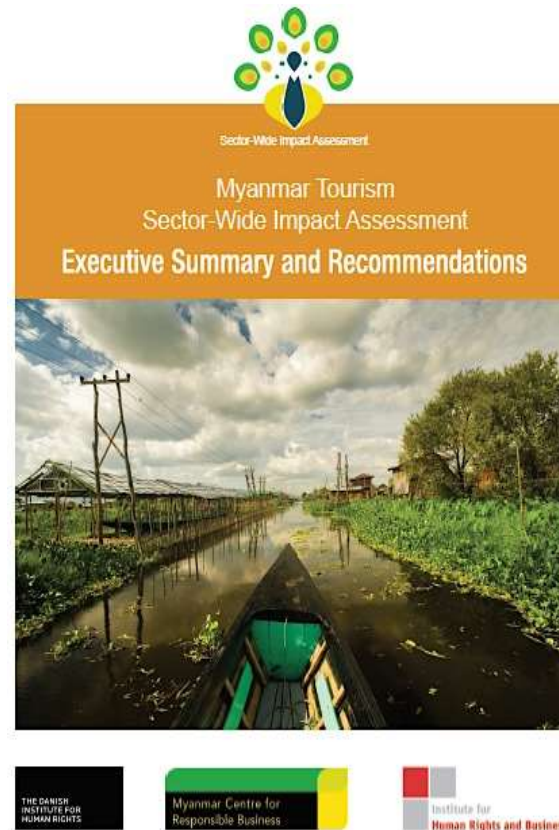
Myanmar Tourism Sector-Wide Impact Assessment



Rick Swanley

Recommendations from the SWIA

- Work with partners organizations to promote responsible tourism
- Multi-stakeholders Conferences on Responsible Tourism
- For organizations, parliament and state/regions community members to parliament
- Hosting of Annual Conference on Communities and Tourism

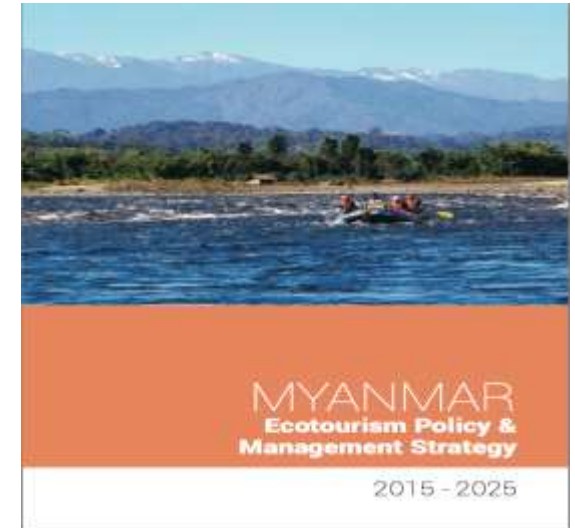


Current Myanmar Tourism Legal Framework

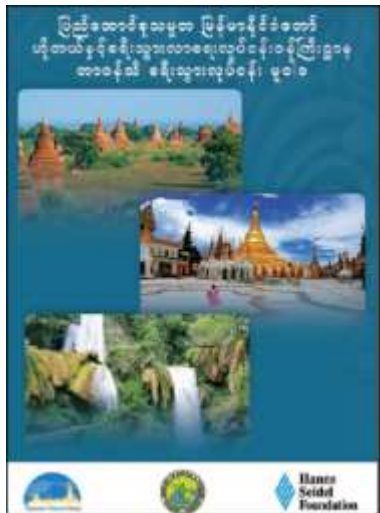
Community Involvement In Tourism Policy (2013)



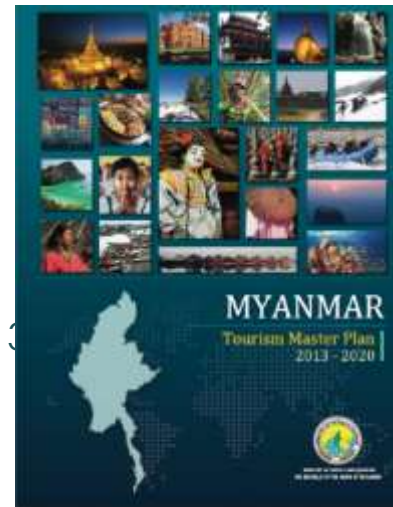
Ecotourism Policy (2015)



Responsible Tourism Policy (2012)



Tourism Master Plan (2013)



It's time for reform!

In the last 25 years Myanmar has seen many economic, cultural and social changes

The **Tourism Law** (1993) is currently in effect.

The legal framework has become unsuitable to current realities and needs revision.

*Tourism is a **spearhead** economic sector that can bring very **vital cultural and environmental benefits** if managed and practiced sustainably.*

*It provides **significant benefits** to current tourism destinations and has the potential to positively influence many communities in rural (and poorer areas) as well as in urban areas.*

Guiding principles for tourism law reform

1. *Supporting Myanmar's triple transition: **economic, political and peace.***
1. ***Decentralisation** in line with Schedules 2 / 5 of the 2008 Constitution.*
1. ***Strengthen** local destination management and planning.*
1. ***Cut red tape**, particularly for SMEs.*
1. ***Strengthen environmental** protection and **respect indigenous** rights.*
1. ***Protect travel consumers** and ensure equal protection for foreign & Myanmar visitors*
1. *Provide tourism **technical** and **legal expertise.***

Developments in Myanmar

- *New Tourism Law*
- *Formation of State and Regional Tourism Executives Committees*
- *Different Different Directives and Guidelines on Licensing and Permits*
- *Regional Sustainable Tourism Development Policies and Strategies*
- *National Tourism Master Plan (coming)*
- *Regional Tourism Master Plan (Arakan State, Chin State and Tanintharyi)*
- *Annual Conference on Communities and Tourism*
- *Myanmar Responsible Tourism Awards*
- *Myanmar Tourism Federation, UMTA etc 11 sisters organizations*

Main Responsible Business Challenges in Myanmar

- Labour conditions and safety:
 - laws are unclear, businesses unaware, government not enforcing effectively, little understanding of freedom of association/trade unions
- Environmental impact
 - Lack of regulation or enforcement, lack of e.g. water pricing,
- Land acquisition
 - Ongoing land disputes , lack of accurate documentation, ;squatters', little government understanding of international practice when acquiring land/resettling
- Corruption/Business Integrity
- Discrimination, and situation in Northern Rakhine

Government and business are unclear about permits

Many government departments involved in permitting, but little coordination. E.g. for tourist hotel in Myeik archipelago there is:

- Myanmar Investment Commission/Directorate of Investment and Companies Administration - screen companies, approve land leases, provide tax incentives
- Regional Government – allocate land
- Environmental Conservation Department of Ministry of Natural Resources and Environment (MoNREC) – environmental impact assessment (EIA)
- Forestry Dept of MoNREC – wildlife and protected areas
- Ministry of Hotels and Tourism – hotel licence
- Ethnic Nationalities Protection Law – Moken people (sea gypsies)

And also laws – and gaps – concerning safety, transport etc

Background MRTA



2016

In March 2016 the **Myanmar Responsible Tourism Institute** was established. MRTI's mission is to create a knowledge sharing and training platform, empowering partners to work together towards responsible tourism.



2017

2017, marked the year of the "inaugural" **Myanmar Responsible Tourism Awards (MRTA)**. The Award featured six categories open to all responsible tourism business, organizations and individuals who wanted to participate.



2017

The **official award ceremony** was held at the newly opened Pan Pacific Hotel in Yangon, on 4 November 2017 with 450 guests and several media channels present



2018

The 2018 Myanmar Responsible Tourism Awards will be run in collaboration with the Business Innovation Facility (BIF) and will incorporate the Product & Package Innovation Competition, which was run from 2015 to 2017.





ခရီးသွားလုပ်ငန်းကဏ္ဍအတွက်
Do No Harm ဆိုင်ရာလမ်းညွှန်



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Do No Harm

A Toolkit for the Tourism Industry



June
2017

Recommendations to investors and travellers

1. Conduct enhanced due diligence on portfolio companies that are involved in the tourism sector in Myanmar.
2. Engage with investee companies involved in the tourism sector in Myanmar to ensure that these companies meet or exceed international standards
3. 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.
4. Respect local Myanmar culture and traditions, the environment, and women's and children's rights
5. Support the development of responsible tourism in Myanmar

Development Partners orgs or Gov

- Ensure that the tourism sector is considered in other Technical Assistance programmes including in relation to the reform of relevant laws and policies.
- Support capacity building of States and Regions on potential and actual impacts related to the tourism sector through training programmes for local government officials, with a particular focus on the management of environmental impacts, land acquisition and good resettlement practices.
- Support the development of a zonal planning framework, Destination Management Plans and the establishment of Destination Management Organizations (DMOs) for Myanmar's major tourist destinations with a particular focus on high risk areas from a social and/or environmental point of view.
- Support the establishment of a Research Center on Responsible Tourism that will conduct research, monitor and follow up on the implementation of the Responsible Tourism Policy and the Tourism Master Plan.



Support the implementation of the corporate responsibility to respect human rights in Myanmar by international companies

Proactively express expectations of companies domiciled in the home country which invest in Myanmar.

Raise tourist awareness about how to avoid negative impacts of tourism, including through consular advice

Message:

Come, Work and Make A Difference

Thank You!
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