

**ASEAN CSR Vision  
Fund**



**2020 Small Grants**

**Final Project Report**

This report is to be completed by the Implementer **within 1 month of the end of the effective date of the implementation of the project**. All Sections should be completed, and this form should be returned to the Project Coordinator in both soft and hard copies.

The final 20% disbursement cannot be made until the Final Project Report has been submitted and received by the Project Coordinator.

**This Report must be accompanied by a Financial Report which shall be prepared in accordance with the submitted Budget and includes all original receipts/financial records.**

<p><b>A. Implementing Agency</b> <i>Please spell out in full as the name has been registered and where relevant, only include acronyms after that</i></p>	<p><i>Myanmar Responsible Tourism Institute</i></p>
<p><b>B. Full Address / Country</b></p>	<p><i>7 Ma Kye Kye Street, Yangon, Myanmar</i></p>
<p><b>C. Contact Person &amp; Details</b> <i>Insert full name, designation and contact details here (include phone number &amp; email). It is also recommended to provide an alternative contact point.</i></p>	<p>Nyunt Win Naing Chairman Ko.nyunt@myanmarresponsibletourism.org <a href="mailto:info@myanmarresponsibletourism.org">info@myanmarresponsibletourism.org</a> +95 (0) 9778158168 +95 (0) 9442625774 Alternative Contact Marlo Perry marlo@myanmarresponsibletourism.org</p>
<p><b>D. Authorised representative/signatory</b></p>	<p><i>Signature over Printed Name</i> <i>Designation</i> <i>Date</i></p>

## Part 2: Project Summary

<b>A. Project Title</b>	Human Rights Due Diligence and Tourism in Myanmar		
<b>B. Areas (country, city, town etc.) covered</b>	Yangon, Loikaw, Myanmar		
<b>C. Planned Start Date</b>	November 30 <sup>th</sup> 2016	<b>Actual Start Date</b>	30 November 2016
<b>Planned Completion Date</b>	May 30 <sup>th</sup> 2017	<b>Actual Completion Date</b>	30 May 2017
<b>D. Explain any variance in Start/End dates</b>	n/a		

<b>E. Short Project Summary</b>
<p>The purpose of the project was to raise awareness on Tourism and Human Rights in Myanmar, in particular for promoting and encouraging the “human rights due diligence” processes into business operations of private sector tourism enterprises.</p>
<b>F. Project Purpose (use the exact wording from the approved Project Proposal Form)</b>
<p>The process of political and economic reforms has been well underway in Myanmar since 2011. This has led directly to a sudden and rapid increase in the number of tourist arrivals and in the number of national and international firms willing to invest in tourism development.</p> <p>To ensure a coordinated response to the transformation of the country, sustainable tourism development in the country requires new competencies for local responsible tourism leaders. Change initiatives towards responsible tourism development must be created which can be supported collectively by all parties involved. This project will support this goal.</p> <p>In October 2015 the Myanmar Centre for Responsible Business (MCRB) and Hanns Seidel Foundation (HSF) organized a three day multi-stakeholder workshop on Responsible Tourism and Human Rights.</p> <p>This event was the first of its kind in Myanmar and was attended by over 130 participants from government, tourism companies, business associations, and civil society groups focused on issues such as land rights and culture and environment protection, as well as international NGOs and tourism specialists.</p> <p>This project continued this work on Responsible Tourism and Human Rights by establishing a forum for communication between stakeholders and education initiatives by publishing reports.</p> <p>In order to achieve these results, the following potential activities are part of this project</p> <ul style="list-style-type: none"> <li>- Publication on ‘Tourism and Human Rights’ in Myanmar</li> <li>- Organisation of two round table meetings</li> </ul>

- Part time coordinator for work associated with the organisation and follow up of Round Table Meetings and communication with stakeholders.

**Was the Purpose achieved? If not, give reasons. Please state your sources of information.**

The purpose of this project was achieved through the Human Rights and Responsible Tourism program incorporated into the Myanmar Responsible Tourism Institute current educational curriculum and roundtable meetings with tourism stakeholders. Over 80 participants from the tourism sector have been trained in Human Rights and over 100 copies of the publication the Responsible Tourism and Human Rights Guide for Hoteliers in both English and Myanmar have been published and distributed.

Awareness of Human Rights and Responsible tourism was raised through roundtables and educational materials. MRTI worked diligently to introduce Human Rights into the ongoing discussion with the tourism industry and establish human rights ad responsible tourism into our ongoing forum for communication with actors and decision-makers in the tourism industry.

The highlight of the project was the roundtable in Loikaw, emerging tourism destinations outside of the “hot spots” rarely get opportunities for learning in their areas requiring expensive trips to Mandalay, Inle, Nay Pyi Taw and Yangon. Bringing the program to an emerging destination was very well received and MRTI was able to engage communities and individuals that normally do not have access to this information, spreading the ideas of human rights and their role in tourism further and more entrenched in rural communities. The participants were engaged and enthusiastic. At the one day roundtable we had nearly 60 participants learning and exchanging ideas. All participants received copies of the Human Rights and Responsible Tourism Guide for Hoteliers.

**Did any external factors contribute to the achievement of the Purpose? Please describe.**

N/A

**Were there any significant changes made to the project design after the commencement of the project (outputs, activities, budget, duration etc.)? Please describe the changes.**

The original program activities listed a national conference in Nay Pyi Taw. Once project activities were underway it became clear that a national conference platform would be less effective to adequately raise awareness of Human Rights in Tourism due to a proliferation of similar conferences on related topics.

We also determined, looking specifically at the following three outputs

5. Publication be used as a tool to promote and encourage “Human Rights due diligence” processes into business operations of private sector tourism enterprises

6. Raised awareness and understanding on Tourism and Human Rights in Myanmar

7. Private sector educated on their role in Human Rights in Myanmar

We determined that smaller regional roundtables created opportunities to tailor specific linkages to each region’s unique needs and situations and enable us to focus the message to be better internalized and sustainable. The National format alienates small and medium operators both in major destinations and on the periphery. Therefor MRTI made the decision to host regional roundtables in Yangon and Loikaw. In addressing tourism in a regional context we were able to include both the major operators and the small and medium operators and our message will have greater success and reach and give opportunities for the various operators to work together more effectively, thus compounding our message.

By hosting the roundtable in Loikaw we were fortunate to receive the Minister of Hotels and Tourism (MoHT) for Kayah State. The presence of key decision makers at this event lends credibility to the subject matter of the roundtable, increases the visibility of Human Rights and Responsible Tourism and brings awareness to the state and national government on these issues.

**G. Please describe any unplanned consequences from the project.**

The Loikaw roundtable was larger than intended. We had hoped to put on a small roundtable for 20-30 people and over 60 participated. The interest in the topic and the lack of other opportunities resulted in high interest from local communities and the Ministry of Hotels and Tourism. Future programs should consider this reaction when planning programs in less visited destinations.

**Part 3 : Implementation**

**Were all the Milestones / Indicators of Success met or achieved as planned, with the planned results? If yes, please note the results. If not, please explain.**

*Add more lines as required*

<b>Milestone Number1</b>	<b>Result</b> <i>Achieved / Not achieved</i>
1. Grand application submitted	Achieved
2. Grant approved	Achieved
3. Start content writing for draft Publication on Tourism and Human Rights in Myanmar	Achieved
4. Content writing completed for draft publication on Human Rights and Tourism in Myanmar	Achieved

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1 List all milestones as stated on the approved Project Proposal Form

5. Editing complete for draft Publication on Human Rights in Tourism Myanmar	Achieved
6. First Meeting for 'Round Table on Human Rights and Tourism in Myanmar'	Achieved See Tourism and Human Rights: Kick-off Workshop meeting minutes
7. Content complete for Publication on Tourism and Human Rights in Myanmar, including feedback from first roundtable meeting.	Achieved
8. First round printing of Publication on Tourism and Human Rights in Myanmar	Achieved
9. Launch and distribution of Publication on Tourism and Human Rights in Myanmar	Achieved MRTI hosted a Launch of the Human Rights and Responsible Tourism Guidelines for Hoteliers at MRTI's office. We had 40 attendees from all sectors in the tourism industry. Marcus Loening, the former Counsellor for Human Rights for the German Parliament was our Keynote speaker who spoke about Human Rights in Tourism and his experiences in Myanmar. Then Jackie Brock, of MRTI, presented "Responsible Tourism and Human Rights in Myanmar" and presented the Guideline for Hoteliers. Than Hlang Oo, of MRTI, presented research on the Sexual Exploitation of children in Travel and Tourism in Myanmar. Marlo Perry presented the publication "Do's and Don'ts for Tourists in Myanmar". The final presentation Nyunt Win Naing of MRTI and Achim Munz, of Hanns Seidel Foundation, officially launched the Human Rights and Responsible Tourism Guideline for Hoteliers.
10. Second Meeting for 'Round Table on Human Rights and Tourism in Myanmar'	Achieved See Tourism and Human Rights Meeting Report
11. Distribution of post meeting report with Next Steps for 'Round Table on Human Rights and Tourism in Myanmar'	Achieved See Tourism and Human Rights Meeting Report

<b>Were all the Outputs delivered as planned, with the planned results? If yes, please note the result. If not, please explain.</b> <i>Add more lines as required</i>	
<b>Output Number2</b>	<b>Result</b> <i>Delivered / Not delivered</i>
Production of draft publication on “Tourism and Human Rights” for 1st Round table discussion with stakeholders	Delivered See Tourism and Human Rights: Kick-off Workshop meeting minutes
Finalised publication in Myanmar language incorporating stakeholders’ feedback	Delivered
Publication launched and distributed for discussions at 2 <sup>nd</sup> Round table meeting	Delivered See Tourism and Human Rights Meeting Report
Identification of needs for training and education initiatives for private sector tourism enterprises	Delivered See Meeting minutes and reports
Publication used as a tool to promote and encourage “human rights due diligence” processes into business operations of private sector tourism enterprises	Delivered
Raised awareness and understanding on Tourism and Human Rights in Myanmar	Delivered
Private sector educated on their role in Human Rights in Myanmar	Delivered
<b>Were all the Activities completed as planned? If not, please explain.</b>	
<b>Planned Activities 3</b>	<b>Progress</b> <i>Delivered / On track / Not delivered / Not on track</i>
Finalise translation into Myanmar language after incorporating stakeholders’ feedback	Delivered but Delayed The Myanmar version of the Human Rights and Responsible Tourism Guideline for Hoteliers has taken longer than expected to produce. The complex issues

2 List all the Outputs as stated on the approved Project Proposal Form

3 Only list the activities (from the approved Project Proposal Form) which were not delivered as planned

	presented in the guide do not have direct translations in Myanmar and there were multiple changes in response to feedback from stakeholders on how to appropriately describe the concepts for maximum understanding. We are working very closely with HSF and MCRB to ensure we are taking a collaborative approach to defining the terms and concepts of responsible tourism and human rights due diligence in Myanmar language.	
Launch and distribute publication	Delivered We held a soft launch at the MRTI office on 31 May but held the official launch 22 June to coincide with the visit from Marcus Loening, the former Counselor for human rights for the German Parliament. His attendance and performance as keynote speaker at the launch provided the most effective visibility for the publication of Human Rights and Responsible Tourism Guideline for Hoteliers.	
<b>Was the project completed on Budget?</b>		
<b>Planned Total Cost</b>	<b>Actual Total Cost</b>	<b>Variance</b> ( <i>difference between planned and actual costs</i> )
SGD 10,000*	SGD 8,484	(1516)*
<b>Please explain any variance in planned and actual expenditure, where the difference is greater than 5%.</b>		
*The original Project Proposal had incorrectly calculated the cost for Output 1 (see Appendix B Timeline and Budget of original proposal). The error was for SGD 1000, calculating the cost as SGD2000 (1000 + 250 +750) to deliver this output but stating in the budget proposal this as SGD3000. This means that the planned total cost should be SGD9000 not the original SGD 10,000. Taking this error into account the variance for the deliverance of the project is (516) not (1516), which is a 5.7% variance.		

#### Part 4: Sustainability, Risk Assessment & Stakeholder Analysis

##### **What evidence do you have that the benefits of the project will be sustained? Please describe.**

There is strong interest in addressing human rights in tourism industry of Myanmar. Much of the inaction has come down to who owns the problem and no government entity has stepped up to take it on. We took this issue and empowered local community members and tourism stakeholders to address it on a local and industry level. We established that human rights were their rights and it was up to the stakeholders in Myanmar's tourism industry to ensure that human rights were being recognized and addressed.

Majority of the inaction is due to a general lack of awareness of human rights, how they apply to the individual citizen and how they apply to the tourism industry. Tourism being a relatively new industry in Myanmar, particularly international tourism, the full extent of its influence and breadth of its impacts is not well understood by the stakeholders. With this program, we have given the tourism professionals a new understanding of the impacts of tourism and opportunities to use their understanding to develop locally innovated and locally applied solutions. We carefully introduced the concepts and with each new awareness built it on previous understanding and framed it within the context of the situation in Myanmar.

The lack of education about human rights and their role in tourism and tools to address human rights also causes the current lack of progress in this issue. MRTI will use the curriculum publications developed from this program to continue the knowledge sharing platform that we established.

In the second roundtable held in Loikaw, we were able to witness direct and immediate applications of new awareness of human rights due diligence in the tourism industry. In group work participants developed a SWOT analysis and participated in opportunities and problem-solving activities addressing human rights. The group work provided a platform and common group goals to exchange their experiences, concerns and ideas in the context of human rights from the perspective of their various professional affiliations.

MRTI will continue to distribute copies of the Human Rights and Responsible Tourism Guidelines for Hoteliers at conferences, workshops and at our own facilities to promote human rights due diligence across all tourism sectors.

##### **What were the three main lessons identified that could be applicable to running this type of project again?**

1. Roundtables in emerging destinations decentralized from established tourism hotspots are incredibly effective. Tourism stakeholders are eager for knowledge and opportunities to share knowledge and experiences. It's also early in the development of these areas so it is easier to adopt measures to reduce risks and develop sustainably. Tourism organizations in major tourism centres are more exposed to workshops and roundtables on these topics and become fatigued with excessive gatherings. By switching to a less active location we found a more enthusiastic and engaged audience. Also by hosting roundtables in emerging destinations we were able to attract government decision-makers to provide input, support and visibility and increase their awareness of the role of tourism in addressing human rights.
2. There is a distinct lack of knowledge of the role of the police, particularly the tourist police. It is generally understood they protect tourists from nefarious local entities but they also have a less understood role in protecting vulnerable local populations from exploitation by tourists. This becomes an issue when we talk about enforcement of human rights and protecting destinations from human rights impacts from the tourism industry.
3. These types of projects need to consider that many stakeholders in Myanmar's tourism industry are not educated or experienced in tourism. The first University class to complete a 4 year tourism degree just graduated this summer. Many times, even though they are involved in the tourism industry, they are



actually learning about these concepts for the first time. This low level of education on the topic need to be considered for future projects. Effectively addressing target audiences for maximum understanding, retention and application of these topics needs to consider very basic definitions and reduce the use of industry jargon and terms. Our participants recognized terms as part of the language used in these issues and industries but could not necessarily conceptualize their meaning. For example, participants understand Community-based tourism as a term used in tourism but found it difficult to conceptualize what community based tourism actually looked like and what benefits a successful community based tourism program could bring.

**We would welcome your feedback and comments on ACN procedures and systems in relation to the project**

The difficulty we found with ACN procedures was an inflexibility in making changes between the project as stated in the proposal and the implementation. Proposals are developed a year before project implementation. Multiple, significant changes happen between the project proposal and the project implementation. Myanmar’s fast paced development has us all on a steep learning curve and what seems an ideal during the proposal writing, yet later when it’s time to implement new information, and a better understanding of the current situation sometime points us in another direction. When we developed the proposal we presumed a national conference in Nay Pyi Taw would be the best activity for this project. Once we began implementing the project we discovered all national level tourism industry meetings happen in the same few months, during the tourism low season, and there were several conferences on tourism programs in NPT including the Second National Conference on Communities and Tourism and The National Tourism Working Group Meeting occurring in the same timeframe we had the NPT roundtable planned. We did not want our message on human rights due diligence in tourism to be delivered to a tired audience on an exhausted platform. Thus, we determined that holding the roundtable in an emerging regional destination was a better option. We were able to make this modification while remaining within the project budget. That regional roundtable was a huge success. Had we not made that change our project would not have had as significant impact as we were able to achieve. The reason for selecting local implementing partners in the field is because they can make better, more educated decisions but they also need the flexibility to learn especially in Myanmar. Based on our experience we recommend that you encourage flexibility in your projects to better adapt to the constantly changing conditions in Myanmar.

<b>Signature</b>	
<b>Full Name</b>	
<b>Designation</b>	
<b>Date</b>	

# Meeting Minutes/reports

## Tourism and Human Rights: Kick-off Workshop

March 1st 2017, 2pm – 5pm, MRTI Office, Yangon



*Tourism and Human Rights: Kick-off Workshop, March 1<sup>st</sup> 2017*

### AGENDA

- |                         |   |
|-------------------------|---|
| <b>14.00 – 14.10 pm</b> | <b>Opening remarks by Ko Nyunt Win Naing, Chairman of MRTI</b>  |
| <b>14.10 – 14.20 pm</b> | <b>Introduction Participants</b>  |
| <b>14.20 – 14.50 pm</b> | <b>Presentation: Responsible Tourism &amp; Human Rights’ by Dr. Nicole Haeusler, Advisor of MRTI; Q &amp; A</b>       |
| <b>14.50 – 15.00 pm</b> | <b>‘Draft Brochure – Responsible Tourism &amp; Human Rights’; Presentation of Christine Bitzinger, MRTI</b>           |
| <b>15.00 – 15.50 pm</b> | <b>‘Identifying next steps (topics, activities)’; group discussion facilitated by Dr. Nicole Haeusler</b>             |
| <b>15.50 – 16.05 pm</b> | <b>Coffee Break</b>   |
| <b>16.05 – 16.55 pm</b> | <b>Group Discussion ‘Draft Brochure – Responsible Tourism &amp; Human Rights’, facilitated by Dr. Nicole Haeusler</b> |
| <b>16.55 – 17.00 pm</b> | <b>Wrap Up and Outlook</b>  |

### Group Discussion:

1. Certain Tour Operators, like e.g. Exo Travel conduct assessments of the hotels they work together with
  1. Pick out best practices
2. Many individual initiatives from different companies
  1. “it would be better to do all of that as an industry together”
3. Human Rights are a complicated and wide-spread issue
  1. In Kayah State it is related to the environment
  2. How can Tourism help in terms of conservation of
    1. nature? Or tradition (e.g. traditional slash & burn)?
  3. Bring in environmental specialists/ wildlife experts and anthropologist
4. Necessary to point out the pragmatic side towards helping local communities
5. This platform can lead to meaningful discussion and communication
6. Hotels might not be aware of violating human rights
  1. They are not actively violating Human Rights but unknowingly/ indirectly
  2. More a chase of raising awareness and educate smaller hotels then blaming
7. Disabled people
  1. How to include in the tourism sector
  2. Engagement by tourists + job opportunities
8. Sector Wide Impact Assessment (2014/15)
  1. What are the updates, what has been done -> see similarities and differences
9. What does ‘local’ mean – especially in ethnic areas -> Right to determination, what ‘ethnic’ means
10. Grievance mechanisms of smaller businesses
  1. Esp. Gender perspective (maternity leave, how to report sexual harassment -> how to address)
11. TOs -> who is the first stakeholder who has to give support (with the wider supply chain)
  1. Addendum to supply contract (human rights upon other criteria)
  2. Issue: Monitoring, Control Mechanisms -> how?
  3. No monitoring -> if government might get involved in it
  4. Long term: government side
12. Destination based -> local government needs to understand “Tourism & HR”  
Local government / National law / Question of capacity of local government; as well as hotels and tourism / Awareness on national level – action from people on the ground / Policy on a union level
13. Question on how to reach the private sector & government to work on these topics

### Who to work with/ how to start work?

1. Government - National/ local/ MPs
2. Tourism Associations - MTF/ UMTA/ MHA etc.
3. “my own company” -> find 3-5 companies, who want to introduce visible human rights due diligence. Network, Pushing UMTA & MTF
4. NGOs
5. Tourists

### Suggestions next steps:

6. Necessary to identify what can be easily tackled and what is not possible -> Start with easy one
  1. Work together with tour operators -> raise awareness, point out that it really is important
  2. Built network with large companies and smaller ones -> question of how much time smaller do ones have to work on/ talk about human rights
  3. Higher levels (government) for the upcoming years
7. On each topic -> identify different stakeholder for each strategy
  1. Pick out a few key topics & start working on these topics with different stakeholders
  2. Pick 3-5 TOs who might have interest & the capacity -> work together, report to UMTA/ MTF -> inform them on how it can be done
  3. Lessons learned from Kayah State -> start with 3-4 people/ organizations who are working anyway on the topic

Travel Life Working Group -> group of approx. 15 operators, who are undergoing the certification process

8. Travel Life: core group of big and small operators who think about human rights due diligence already
9. Travel Life as target group?; working together with those who joined + those do not have the money for that
10. Talk with them about HR -> Invite those being connected to travel life
11. Make sure that committing tour operators are willing to work together

Results of the discussion to be included in the Publication



*Tourism and Human Rights: Kick-off Workshop, 1<sup>st</sup> March 2017*

Participant List Kick-off Workshop "Tourism and Human Rights in Myanmar"

No.	Name	Organization/ Company	Contact Number	Contact E-mail
1	Mona Konrad	University of Sustainable Development Eberswalde		mona.konrad@hnee.de
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6	Pascal Khoo-Thwe	Expeditions Myanmar, ITC		coolpaxx@gmail.com
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17	Reeta Outila	MRTI		
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19	Christine Bitzinger	MRTI		christine.bitzinger@myanmarresponsibletourism.org
20	Marlo Perry	AVI	09260978242	

## Tourism and Human Rights: Round Table Meeting

30<sup>th</sup> May 2017, 9-17.30, Kayah Resort, Loikaw.



*Tourism and Human Rights: Round Table Meeting 30th May 2017*

### AGENDA

**9:00 – 9:10**            **Opening Remarks by U Maw Maw, State Minister, Planning and Economics, Loikaw**

**9:10 – 9:20**            **Opening Remarks by U Lin Zaw Htut, Assistant Director, Ministry of Hotels and Tourism (MoHT), Loikaw**

**9:20 – 9:50**            **Coffee Break**

**9:50 – 9:55**            **Introduction of participants**

There were 55 participants in total. Participants included representatives of the Ministry of Hotels and Tourism (MoHT); tour guides; members of the municipal committee; tourist police; immigration officers; individuals from Pan Pet village (CBT project); local NGO representatives; International Trade Centre (ITC) representatives; company owners; CSO representatives; tour operators; hotel staff; hoteliers; restaurant owners; General Administration Department (GAD) representatives.

**9:55 – 10:05**        **Introduction of Hanns Seidel Foundation (HSF) by Leander Ketelhodt, Programme Manager, HSF**

The Hanns Seidel Foundation (HSF) aims to contribute in an active and effective way to international cooperation and understanding with its programmes and projects in Myanmar. Its first involvement to provide development assistance in Myanmar dates back to 1994 with capacity building activities for the Ministry of Foreign Affairs, at the time when Myanmar was preparing to apply for membership with the Association of Southeast Asian Nations (ASEAN). The Foundation has had a representative office in Yangon since October 2012 and was the first German political foundation to establish a representative office in Myanmar.

**10:05 – 10:15**      **Introduction of Myanmar Responsible Tourism Institute (MRTI) by U Nyunt Win Naing, Chairman, MRTI**

Myanmar Responsible Tourism Institute (MRTI) is a non-profit organisation set up in 2016 aiming to support responsible tourism development in Myanmar through knowledge sharing, training, and research. We envision Myanmar as a leading responsible tourism destination, which empowers local communities, strives for livelihood creation and respects environmental sustainability.

**10:15 – 10:40**      **Presentation on Situation of Sexual Exploitation of Children Online and in Travel & Tourism by U Than Hlaing Oo, Lead Researcher, MRTI**

U Than Hlaing Oo talked about his research, funded by TDH-Netherlands in cooperation with ECPAT and UNICEF. The aim of the research is to produce a written report on the situational analysis on child sexual exploitation online and in travel and tourism. The research has been conducted in tourist destinations such as Yangon, Mandalay, Tachileik, Ngwe Saung, Chaung Tha, and Bagan, and has consisted of a literature review, working group meetings and multi-stakeholder roundtable meetings. Findings thus far have been different for each location. For example, the situation in Tachileik is especially difficult due to the prevalence of narcotic drug use and human trafficking. Another problem is that exploiters take advantage of children who live in poverty and who are in close contact with the exploiter.

**10:40 – 11:10**      **Presentation on tourism in Loikaw and Kayah State by U Lin Zaw Htut, Assistant Director, Ministry of Hotels and Tourism (MoHT), Loikaw**

The MoHT office in Loikaw employs 11 full-time staff. One important development that is being negotiated at the moment is regarding to the border with Thailand in Kayah State. If they manage to open this border for tourism, this would increase tourism in Loikaw significantly. MoHT hopes for future support from various organisations in order to develop responsible tourism in Kayah State. The main challenges at the moment are the restricted areas that travellers are not able to visit without a special permit, which is difficult to obtain.

In 2011, there were only 5 hotels in Loikaw. In 2017, there are 17 hotels, and 12 hotels under construction. If the Thai border agreement goes through, even more hotels will need to be opened. There are also lots of local and regional guides (over 200), but only 10-20 of these are practicing. U Lin Zaw Htut emphasised that the tourism sector in Kayah State should receive more funding. He invited all private organisations to work with MoHT in Loikaw to improve the tourism sector. He also highlighted that if Kayah state receives a large influx of tourists, there will likely be some negative impacts. He encouraged all stakeholders involved in the tourism industry to work together to mitigate possible negative effects.

**11:10 – 11:45**      **Community Inclusion and CBT Examples by Daw Winnie Mai, International Trade Centre (ITC). Q&A session with CBT beneficiaries**

Daw Winnie Mai introduced the work of ITC in Kayah State. ITC's Myanmar Inclusive Tourism project aims to enhance Myanmar's tourism industry by



empowering local communities. ITC focuses on four villages (Pan Pet; Hta Nee La Leh; Htay Kho; Daw Ta Ma Gyi), where the villagers offer products and services, instead of showcasing particular ethnic groups. This enables the villagers to become an active player in tourism. The result of ITC's work in Kayah state has been new community and cultural tours with a trained local staff.



*Tourism and Human Rights: Round Table Meeting 30th May 2017*

For the **Q&A** of this session, CBT Chairman from Pan Pet, one of the villages ITC has been focusing on, discussed the development of the project and was open for questions. He told that the ITC project has already finished after being run for three years, and that all activities are going well. For visitors in Pan Pet village, safety is very important, thus it is important to have safety information available e.g. when hiking. When Pan Pet village has visitors, villagers explain the cultural heritage of the village and teach Kayah language to visitors. Many local guides have been trained during the last few years, and this is very important in the long-term.

**11:45 – 12:00**

**‘Draft Brochure – Responsible Tourism and Human Rights’, facilitated by Jackie Brock, Project Coordinator, MRTI**



Jackie Brock introduced participants to the concept of human rights and the layout of the draft brochure – “Responsible Tourism and Human Rights in Myanmar – Guide for Hoteliers”.

*Tourism and Human Rights: Round Table Meeting 30th May 2017*



**12:00 – 12:30 Summary and Q&A for morning session**

1. The tourism police wanted to thank the organisers for organising the workshop, as they are able to learn new information through the workshop.
2. GAD asked people to report about safety of tourists directly to them as tourist police is not present everywhere.
3. Tourism association asked MRTI about the possibility of conducting training on child safe tourism in Loikaw.

**12:30 – 13:30 Lunch**

**13:30 – 14:30 Opportunities in the Region and Issues in the Local Communities (SWOT Analysis); Group Discussion facilitated by U Nyunt Win Naing, Chairman, MRTI**



For the first group work session of the afternoon, participants were divided up into four groups for a SWOT analysis of tourism in Kayah state. Each group was asked to discuss one specific point (strengths; weaknesses; opportunities; threats) and write it down on their group work paper.

*Tourism and Human Rights: Round Table Meeting, 30th May 2017*

**14:30 – 15:20 Outcome of Group Work**

*Group 1: strengths*

1. Booming new destination.
2. Peace – ceasefire agreement between government and ethnic armed groups since 2011.
3. Ethnic groups – unique ethnic groups with very interesting culture and traditions.
4. Proximity to tourist route (i.e. Thailand and Bagan) will aid regional development.
5. Safety
6. Good food (e.g. Kayah sausage and rice wine).
7. Good environment, including weather and landscape.
8. Eco-tourism has helped locals to learn not to harm environment.
9. Tourism helps to learn how to maintain culture.

*Group 2: weaknesses*

1. There are many restricted areas that are not accessible without a permit.
2. There is a need to improve the trekking areas.
3. There is a need to improve transportation and infrastructure.

4. Hotels do not have all the information – there is a lack of communication between parties involved in the tourism industry
5. Trekking in Kayah state is expensive.
6. There is not enough qualified staff in the service industry.
7. Kayah state is not well known because there is not much media promotion.
8. Local people are not interested to work in the tourism industry.
9. Not enough cooperation between stakeholders.
10. Tourists need to be registered once they arrive in Kayah state.

*Group 3: opportunities*

1. Improvement of infrastructure.
2. Travellers visiting villages etc. could reduce income gap.
3. Maintaining our culture in the long-term.
4. Service industry could be improved by training young people.
5. Caring for the environment.
6. Income generation by selling local products (souvenirs, food).
7. Cultural exchange between locals and visitors.
8. Improving coordination and cooperation between different sectors.

*Group 4: threats*

1. There is no official ceasefire yet between the government and armed ethnic groups. Without peace there can be no development
2. There are many restricted areas.
3. Lack of information about tourism in Kayah state.
4. People are not following laws (i.e. lots of illegal transportation used in tourism).
5. Environmental conservation groups are not present in Kayah state.
6. It is challenging to maintain traditional culture because of new globalised fashion trends.
7. Problems with communication between stakeholders.
8. Yangon based tour companies do not use local guides when they visit Loikaw.



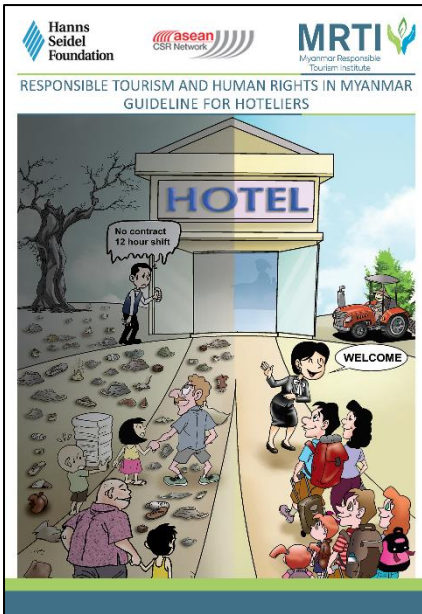
*Tourism and Human Rights: Round Table Meeting, 30th May 2017*

- 15:20 – 15:40**                    **Coffee Break**
- 15:40 – 16:30**                    **Creating Opportunities Responsibly and How to Solve Problems (who, when, how); Group Discussion facilitated by U Nyunt Win Naing, Chairman, MRTI**
- In the final group work session of the day, participants were again divided into four groups and asked to discuss how the opportunities in Kayah state can be realised (who, when, how).
- 16:30 – 17:00**                    **Outcome of Group Work**
1. Villagers are interested in implementing homestay options in the village.
  2. Infrastructure improvements are needed.
  3. Need to increase souvenir production.
  4. Need to coordinate between public and private sector.
  5. Hotels need to have proper documentation and licensing.
  6. Need to find a solution to staff training and create more jobs for locals. One problem is that staff turnover is very high, and if you train your staff they might leave for other jobs.
  7. One option is to implement “community stay”, during which tourists visit a local village, locals cook for them and they experience the entire village. At night they can return back to their hotel or sleep at a community hall. Thus, no homestay license would be needed.
  8. Locals could be trained in the low season to work in the service industry.
  9. There should be a push to create new tourist destinations in which local tour guides are used.
  10. Environmental conservation should be a top priority. This is also something that travellers will appreciate.
  11. Locals could create new traditional foods, as there are already many famous Kayah dishes (e.g. Kayah sausage, rice wine).
  12. Restaurant menus should be in English.
- 17:00 – 17:10**                    **Filling out Evaluation Form**
- 17:10 – 17:15**                    **Closing Remarks by Leander Ketelhodt, Program Manager, HSF and U Nyunt Win Naing, Chairman, MRTI**

## Roundtable Meeting on Human Rights and Tourism, Loikaw, May 2017 Participant List

<b>Name</b>	<b>Designation &amp; Organisation</b>
Khun Htet Soe	KNGY
Romano	Inna Literature
Daw Nu Nu	Inna Literature
U Tin Htay Aung	Hotel
Daw Myat Myat	KTY
U Hla Moe	Loikaw City
Pyae Phyo Swe	Principial Project Coordinator, MRTI
Jackie Brock	Project Coordinator, MRTI
Daw Khin Swe	Moon Joy Inn
Anouk Theunis	ITC
Winni Mai	ITC
Peter Tu Tu	Colorful Kayah Land
Nya Lin Mg	Hotel
Soe Naing	Kayah Resort
Mg Hton	Pan Pet
U Ba Nya Htet	MOC
Reeta	MRTI
Khaing Zin Thant	MRTI
Win Naing	Guide
U Than Htun	Staff Development Committee
U Aung Kyaw Thu	MoHT
Daw Aye Aye Hlaing	MoHT
Zar Zar Nyo	Bar Do
Tin Htet Paing	Tourist Police
Leander Ketelhodt	Program Manager, HSF
Wai Zin Oo	MoHT
Myint Zaw	Immigration
Ba Nya	KSWDC
Than Hlaing Oo	MRTI
Re Paul R War	MRTI
Ko Win Aung	Travel and Tour
U Maung Win	Hotel Mingala
U Maung Sa	Kantharyar Hotel
U Soe Myint	Myat Nan Taw Hotel
Daw Zun Zun Pyae Phyo	Amazing Kayah Tour and Travel
Sai Kan Pha	Amazing Kayah Tour and Travel
Hlaing Aung	MTGA

Tun Tun Naing	Tourist Police
Ko Hlaing	Police
Martin Petrich	Travel Writer
San Pyae Naing	Golden Hill
Khun Jawle	KNGY
Saw Shaw La Mone	Kayah Star
Marta Bo Mo	
Su Myat Shwe Sin	MoHT
Hnin Htet Aung	Tour guide
Nay Moe Aung	9 Generation Force (travel & tours)
Soe Maung Maung	9 Generation Force (travel & tours)
Khin Htoo	Nan Yaw
U Win Myint Oo	MoHT
U Chit Ko Ko Line	Staff officer
Khu Law Pet	



## Responsible Tourism and Human Rights in Myanmar: Guideline for Hoteliers Publication

### Launch of Publication Human Rights and Responsible Tourism: Guideline for Hoteliers



Launch of Publication Human Rights and Responsible Tourism: Guideline for Hoteliers



Marcus Loening, the former Counsellor for Human Rights for the German Parliament, Keynote speaker

Nyunt Win Naing of MRTI and Achim Munz, of HSF, officially launching the Human Rights and Responsible Tourism Guideline for Hoteliers

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<b>Programme Manager</b>	
<b>Are you satisfied that this report is fair and accurate?</b>	Yes / No <i>(delete as appropriate)</i>
<b>Is there a key lesson that ACN has learnt from this Project? Please describe</b>	
<b>Following completion of the project, what are the next steps?</b>	

<b>Signature</b>	
<b>Full Name / Designation</b>	
<b>Date</b>	
<b>Other Remarks</b>	
<b>CEO Comments: Please add your assessment of the effectiveness of the project</b>	