



Myanmar Community-Based Tourism Standards

Foreword from Union Minister

For many years I have personally supported the development of Community-based Tourism (CBT) in Myanmar, and since my appointment as Union Minister for the Ministry of Hotels and Tourism I have encouraged the private sector, Regional and State governments and local communities in Myanmar to embrace and develop CBT.

The Ministry of Hotels and Tourism knows the importance of having communities involved in its tourism efforts. In its CBT programmes, locals and tourists are able to experience engaging interaction and cultural enhancement. Because of the unique and diverse range of peoples in Myanmar, there is so much to learn and indulge in for both local and foreign tourists alike. Myanmar's Community-Based Tourism (CBT) programmes enable tourists to interact with the people of Myanmar, gain in-depth knowledge of their culture and traditions, and contribute to the community members' communication, skill development and upgrading their standard of living.

Since 2015, the number of CBT destinations in Myanmar has grown significantly and enthusiasm for CBT development by tourism stakeholders is encouraging. However, stakeholders have also expressed concern over a lack of minimum standards and common understandings of CBT. Therefore, the newly developed CBT standards will help to ensure a minimum level of rights, capacity and quality in communities, and strengthen confidence among the communities and business partners.

I am glad to endorse the Myanmar Community-based Tourism Standards and believe they will enable local communities to set a standard of service and facilities to enhance the tourism experience and strengthen the CBT projects in Myanmar. I would also like to thank the communities, government organisations and development partners for supporting this initiative.



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PART A: INTRODUCTION TO MYANMAR CBT STANDARDS

1. Background and methodology

1.1 Community Based Tourism (CBT) as a tourism priority in Myanmar

The Myanmar Ministry of Hotels and Tourism (MOHT) have identified Community-Based Tourism (CBT) as one of the three priority pillars for national tourism development. Stakeholders have high hopes that CBT can contribute to grassroots human capacity development, poverty alleviation and cultural promotion. Since 2015, the number of CBT destinations in Myanmar has grown significantly. However, stakeholders have expressed concern over a **lack of minimum standards and common understandings** of CBT. Several different models of CBT can co-exist, reflecting different local situations and market opportunities. However, common standards would help to ensure a minimum level of rights, capacity and quality in communities, and strengthen confidence among government and business partners.

1.2 What are Community Based Tourism (CBT) standards?

Community Based Tourism standards are an **agreed set of clear, detailed criteria, which define precisely how to implement CBT in the local context**. Myanmar CBT standards will help to protect and guarantee the credibility of CBT in Myanmar, by creating confidence in minimum, agreed levels of quality, safety and sustainability performance. The Myanmar CBT Standards can initially be used as a tool to **identify gaps and training needs**: providing a clear roadmap for government and others to systematically improve CBT communities' performance to reach the standards. After a period of implementation, the Myanmar CBT standards can be used as a tool to **measure the quality of CBT programmes**.

1.3 How were CBT standards developed in Myanmar?

The Myanmar CBT standards development process ensured that:

- Myanmar standards would be aligned with international and regional best practices, especially the Global Sustainable Tourism Criteria (GSTC) for Destinations and the ASEAN CBT Standard;
- Myanmar standards would be aligned with existing national policies and build on work which has already been done. E.g. the Community Involvement in Tourism (CIT) policy (HSF, 2013);
- Standards must be adapted to local conditions: feasible and appropriate for the Myanmar context and the actual levels of capacity in Myanmar's relatively new CBT communities;
- Standards would be developed through a rigorous consultation process, including all key stakeholders, to optimise buy-in and ownership among stakeholders for the standards.

The **Myanmar CBT Standards** represents an 18-month process beginning in 2017 to develop CBT Standards in collaboration with public, private, civil and local community stakeholders. The work was a partnership between the MOHT and development partners CBI (Netherlands), GIZ (Germany), Lux-Development (Luxembourg) and the Myanmar CBT Network.

The initial draft Myanmar CBT Standards were drawn from international CBT standards, including:

- The Global Sustainable Tourism Destinations Criteria
- The ASEAN CBT Standard
- The Myanmar Community Involvement in Tourism Policy
- The Myanmar B&B Standard
- The CSR-MAP CBT Standard, developed in Thailand
- CBT guidelines by the Ministry of Hotels and Tourism (MOHT)

The draft Myanmar CBT Standards were reviewed and streamlined at a national CBT Standards Development Conference in December 2017 in Naypyitaw, and then field tested in four CBT areas in Myanmar. Based on the experiences and recommendations of the field testing team, the updated version of the standard was shorter and simpler, while still aligned with regional and global best practices.

The enactment of the new Myanmar Tourism Law, Union Hluttaw Law No. 26 in September 2018 necessitated a ***final review of the draft CBT standard*** to ensure that all criteria are in line with the law. This final version of the Myanmar CBT Standard is supported and endorsed by the Myanmar Ministry of Hotels and Tourism.



2. Criteria groups of the Myanmar CBT Standards

CRITERIA GROUP PART A		Number of Criteria
1.	CBT in Myanmar demonstrates effective, sustainable management	26
2.	CBT in Myanmar maximizes socio-economic benefits to the host community and minimizes negative impacts	14
3.	CBT in Myanmar celebrates cultural diversity, identity, heritage and integrity	12
4.	CBT in Myanmar minimizes negative impacts on the environment	22
5	CBT in Myanmar is safe and secure	10
6.1	CBT in Myanmar offers quality food and beverage services	18
6.2	CBT in Myanmar offers quality community guiding services	10
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CRITERIA GROUP PART B		
8.	PART B: Investments and partnerships (criteria for compliance by CBT Investors)	37
Total		200

3. How to use the Myanmar CBT Standards

During the first years the Myanmar CBT Standard will be used as a tool **to identify gaps and training needs**. This will provide a clear roadmap for Myanmar government and development partners **to systematically improve CBT communities' performance** to reach the CBT standard. Currently the standard is not to be used as a tool to formally assess CBT initiatives' performance. Myanmar CBT communities will need support to be able to reach many of these standards. **Only after support is given** can the CBT standard be used as an assessment tool.

In order to use the Myanmar CBT Standard as a tool to identify gaps and training needs, an **assessment process using a checklist** should be employed. The assessment process outlined below is based on the ASEAN CBT Standard (pp.50-51)

3.1 Evidence-based assessment

Assessment of the performance of criteria must be based on sound evidence. Evidence is required to confirm that the achievements being claimed and assessed have actually taken place. Because many of the criteria require subjective assessment, different forms of evidence are desirable.

3.2 Forms of Evidence

- **Documentary evidence** can include plans, reports, minutes of meetings, signed Codes of Conduct, written procedures, income and expenditure records and CBT constitutions. Where possible, the validity of documentary evidence should be able to be verified by other forms of evidence.
- **Observational evidence** may include attendance at meetings, sighting of an activity or participation in a tour or activity.
- **Interview evidence** involves multiple interviewees confirming that a criterion has been achieved. The veracity of the information provided should be supported by other forms of evidence whenever possible.
- **Photographic evidence** can support observations. They are particularly useful as a record of events and practices that occur irregularly. They can also indicate change in conditions.

3.3 Level of compliance with criteria

Criteria are assessed on a three-point ordinal scale: **Fully complies**, **Partly complies**, **Does not comply**, with the option of indicating **Not Applicable**.

1. **Fully complies:** Sufficient evidence exists to confirm the probability that the achievement described in the criterion has been achieved.
2. **Partly complies:** Insufficient evidence exists to confirm that the achievement described in the criterion has been achieved. More evidence is needed.
 - **Partly complies** also applies where multiple elements are associated with the CBT initiative, e.g., there is more than one home stay or one tour guide, etc.
 - For **minimum requirement** criteria, unless all elements achieve the indicated standard, the criteria should be assessed as partly complying.
 - For **advanced practice** requirements, 80% of elements should be achieving the indicated standard to be assessed as fully complying.
3. **Does not comply:** Evidence does not exist to confirm that the achievement described in the criterion has been achieved: much more work / evidence is needed.
4. **Not Applicable:** The criterion is not relevant to the CBT initiative being assessed.

3.4 Scoring of Performance

Summary statistics (counts) are used to score the overall performance of CBT initiatives.

- **Registered CBT initiative:** The CBT initiative fully complies with *50% of relevant minimum criteria*. Compliance with advanced criteria is not required.
- **Endorsed CBT initiative:** The CBT initiative fully complies with *70% of relevant minimum criteria* and *30% of advanced criteria*.
- **Certified CBT initiative:** The CBT initiative fully complies with *90% of relevant minimum criteria* and *50% of advanced criteria*.

Note: During forthcoming phases of Myanmar CBT Standards implementation, tools and resources will be developed to: i) help Myanmar CBT communities reach the new Myanmar CBT standards, ii) record useful evidences, and iii) evaluate and record the outcomes of CBT standard assessment.



PART B: MYANMAR CBT STANDARDS

Criteria Group 1:

CBT in Myanmar demonstrates effective, sustainable management

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
1.1	Local community participation in community-based tourism is based on the principles of free, prior and informed consent (FPIC), including effective consultation and participation in decision-making.	Min				
1.2	Community leaders, community elders and representatives of community councils participated in decisions to establish CBT and in defining CBT rules and regulations.	Min				
1.3	The CBT initiative, including any CBT accommodation services, is established with official approval.	Min				
1.4 a 1.4 b	Communities collectively maintain decision-making over the land on which CBT initiatives are operated. In the case of joint-ventures between communities and investors, both parties have negotiated and willingly entered into a Land Use Agreement, which provides land tenure security to communities and recognizes communities' customary land use tenure systems to maintain control over traditionally used lands.	Min				
1.5	CBT is managed by community members, through a CBT Committee, elected for a <i>maximum</i> 4-year term.	Min				
1.6	The CBT Committee has a clear management structure <i>and specific, named, responsible staff members</i> .	Min				
1.7	Minimum Roles and Responsibilities of the CBT Committee include CBT administration; ensuring service quality; safety and hygiene; coordination with partners and CBT members; and transparent accounting, including a Community Fund.	Min				
1.8	Advanced Roles and responsibilities of the CBT Committee include promoting CBT, managing and monitoring the impacts of CBT, and training CBT service providers.	Adv				
1.9	The CBT Committee has clear, written information on CBT services, program(s), prices, and rules and regulations.	Min				
1.10	CBT Committee members and local community guides can explain the history and reasons for establishing the CBT initiative; as well as present their CBT programs, services and prices.	Min				
1.11	The CBT Committee communicates their rules and regulations with tourists and the overall community.	Min				
1.12	The CBT Committee has a simple, 12-month Action Plan , which is accessible to the overall community.	Adv				
1.13	The CBT Committee has a Booking System to record visits. This includes: tour dates / number of tourists / activities and services booked / requests / name and contact no. of tour operators /professional guides.	Min				
1.14	A clear, updated and accurately recorded CBT Accounts System exists, which is accessible to community members and partners.	Min				

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
1.15	There is a CBT Coordinator , who is easily contactable (for example, by mobile phone, email, Social Media and / or websites)	Min				
1.16	The CBT Coordinator informs CBT Service Providers about CBT tour bookings in advance and helps the service providers to prepare to welcome tourists.	Min				
1.17	CBT Committee members and CBT Service Providers have been trained in their roles and demonstrate skills in their job-specific roles and responsibilities.	Min				
1.18	The CBT Committee actively develops the knowledge and skills of CBT members to provide services to tourists.	Adv				
1.19	The CBT Committee has a meeting with the overall community at least twice a year; to provide an overview on the progress of CBT, share ideas, listen to feedback, and invite new community members to join the CBT Group.	Min				
1.20	The CBT Committee works closely with stakeholders outside the community (e.g. ground handlers, Ministry of Hotels and Tourism)	Min				
1.21a	The CBT Committee collects guest feedback systematically (e.g. using guest books, feedback forms), covering ALL key services (e.g. Food and beverage, accommodation, local community tour guides)	Min				
1.21b	The CBT Committee collects guest feedback on sustainability performance (achievements increasing the positive benefits and reducing the negative impacts of CBT on the local community and the environment)	Adv				
1.22	CBT Committee members and service providers have been trained to understand and manage positive and negative impacts of tourism (social, economic, environmental and cultural), related to their roles.	Adv				
1.23	The CBT Committee monitors and assesses the impacts of CBT on sustainability (environmental, socio-cultural and economic) and human rights. The results are presented to the overall community during regular meetings.	Adv				
1.24	Highly sensitive environmental and cultural sites have been identified by the community and are not included in CBT programs.	Min				
1.25	In moderately sensitive sites, maximum visitor numbers are defined and systems are in place to manage and minimize negative impacts of tourism.	Adv				
1.26	The CBT Committee meets at least 1 time every two months to discuss, update progress, review feedback, and work as a team to solve problems and improve CBT.	Min				

Criteria Group 2:

CBT in Myanmar maximizes socio-economic benefits to the host community & minimizes negative impacts

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
2.1	Opportunities for individual CBT Service Providers to earn income are shared systematically. (E.g. rotation/queue).	Min				
2.2	At least 10% of profit from all tourism services, including homestays, goes into a CBT Community Fund, which is used for community development initiatives, based on locally defined needs. Homestays are complying with the Myanmar Tourism Law 2018.	Min				
2.3	The CBT Committee collects accurate data on the number of visitors, income from CBT (total income and income per activity/service) and income to the CBT Community Fund.	Min				
2.4	Data on visitor numbers and income is reported to the CBT Committee monthly; and to the overall community at least annually.	Min				
2.5	Decisions on how to use the CBT Community Fund are reached through consultation with the overall community, at least once per year (E.g. during the annual meeting).	Min				
2.6	The CBT Committee uses products and services sourced from the overall community whenever possible.	Min				
2.7	Tourists have opportunities to buy locally made souvenirs and products from local community groups and entrepreneurs.	Min				
2.8	The CBT Committee enables business partners, visitors, and the public to contribute in cash / kind to sustainable community development initiatives and keeps clear and transparent records of donations.	Min				
2.9	Women, youth, seniors, and disabled community members have opportunities to be CBT service providers.	Min				
2.10	CBT activities promote gender equity. Gender balance is evident in CBT management and service-provision. At least 40% of management roles are held by women.	Adv				
2.11	There is zero tolerance in the CBT initiative for sex tourism, drugs and human trafficking, and exploitation of child labour. Rules related to these sensitive issues are documented and publicly communicated.	Min				
2.12a	Children who do participate in CBT are not exposed to risk, or any negative impacts on their education.	Min				
2.12b	Rules related to 2.12a (above) are documented and publicly communicated.	Adv				
2.13	CBT does not inhibit the host community or neighbouring communities' access to natural and cultural sites.	Min				
2.14	CBT Committee members and CBT Service Providers volunteer to support local community development.	Adv				

Criteria Group 3:

CBT in Myanmar celebrates cultural diversity, identity, heritage and integrity

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
3.1	CBT contributes to the preservation, restoration and appreciation of cultural, archaeological, historic and / or spiritual sites	Min				
3.2	A simple visitor management system exists to protect cultural heritage sites (e.g. cultural do's and don'ts, zoning, clearly defining areas which are 'off-limits' to tourists, limiting visits by volume, by season, etc.)	Min				
3.3	Cultural assets and traditions valued by the community are identified, collected, documented and conserved.	Min				
3.4	Visitors are informed about local culture and advised how to behave appropriately when they arrive in the community (e.g. welcome briefings / do's and don'ts).	Min				
3.5	Cultural do's and don'ts are promoted in the community, and CBT members lead by example.	Min				
3.6	CBT members have been trained to understand the cultures of their guests	Adv				
3.7	CBT activities are based on aspects of local culture which community members feel proud and comfortable to share with visitors (the cultural assets are not considered too private or sensitive).	Min				
3.8	Local community tour guides interpret local culture and traditions accurately and consistently; based on consultation with relevant community members (e.g. local spiritual and political leaders, elders, etc.).	Min				
3.9	Guests have opportunities for cultural exchange with community members by participating in hands-on activities.	Min				
3.10	Youth are actively involved in CBT, and cultural knowledge is being passed between generations	Adv				
3.11	Preference is given to local materials and traditional / harmonious architecture when decorating, restoring or building new	Min				
3.12	CBT members do not sell rare cultural heritage artefacts	Min				

Criteria Group 4:

CBT in Myanmar minimizes negative impacts on the environment

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
4.1	CBT Committees and members follow all rules, regulations and laws relevant to environmental protection; and the sale, trade, display, or gifting of wildlife.	Min				
4.2	Natural resources and environmentally sensitive sites; and their community significance / relationship with local people are identified and documented	Min				
4.3	The CBT Committee has developed do's and don'ts for the protection of the natural environment	Min				
4.4	A system is in place to manage and monitor the impacts of tourism on the environment; and to reduce negative impacts on the environment (e.g. Do's and don'ts, defining areas which are 'off-limits' to tourists, limiting the number of visits or visitors to sensitive areas, and defining the types, scale, and visitation period of permitted activities).	Min				
4.5	Local community guides are able to effectively inform tourists about the community's environmental guidelines	Min				
4.6	CBT members create environmental awareness inside the community and participate actively in natural resource management and conservation	Min				
4.7	Environmentally friendly CBT activities have been developed and are offered to tourists	Adv				
4.8	CBT activities give tourists the opportunity to learn about the environment / biodiversity; and / or participate in hands-on conservation activities.	Min				
4.9	Local community guides actively interpret the environment and the relationship between local people and environment.	Min				
4.10	The CBT initiative complies with existing environmental law	Adv				
4.11	Tourism activities do not disturb wild animals	Min				
4.12	Endangered wildlife and plants are never offered to tourists to eat, sold as souvenirs to tourists, or used to decorate CBT accommodations or welcome areas.	Min				
4.13	There are guidelines to prevent wasting water and CBT members use water sparingly	Min				
4.14	CBT members use locally appropriate wastewater drainage / reuse / treatment / release methods that minimize risk to human health and environmental impact.	Min				
4.15	Solid waste generation is actively discouraged (e.g., by encouraging refilling of water bottles with treated water).	Adv				
4.16	Waste is separated, recycled and reused, and organic waste is used for feeding animals or for soil preparation	Adv				
4.17	There are adequate waste collecting bins around the CBT destination, with signs requesting tourists to use the bins.	Min				
4.18	If accessible by car, there is a parking area, with clear signage, to help avoid air and noise pollution and inconvenience from	Adv				

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
	vehicles to the community.					
4.19	Low carbon energy sources are used in the CBT area (e.g. solar).	Adv				
4.20	The CBT Committee supports local products which are environmentally friendly, and prohibits products made from rare wildlife.	Min				
4.21	Environmentally friendly products are available for tourists to buy	Min				
4.22	Environmentally friendly local materials and art are used to decorate tourism sites and buildings	Min				



Criteria Group 5:

CBT in Myanmar is safe and secure

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
5.1 a	CBT members have been trained in first aid, risk assessment (including fire) and safety planning. The CBT Committee monitors safety regularly.	Min				
5.1 b	There is a local clinic in the community, with trained first-aiders	Adv				
5.2	A current Safety and Crisis Management Plan exists, which defines CBT members roles & responsibilities i) during normal working conditions and ii) in the case of an accident.	Adv				
5.3	Emergency phone numbers and descriptions of shortest routes to important public facilities (i.e. hospitals, public telephones, police stations) are visible in key locations.	Min				
5.4	There is a phone or radio which can be used 24 hours to communicate in the event of an emergency.	Min				
5.5	The CBT Committee plans and coordinates with organizations inside and outside the community to ensure tourists' safety. E.g. meetings and trainings.	Adv				
5.6	CBT members and family / friends follow rules when tourists are present, to prevent tourists feeling unsafe/uncomfortable/harassed (E.g. CBT hosts are never drunk)	Min				
5.7	Only CBT members with clear, related duties are allowed to enter CBT accommodation areas	Min				
5.8	The sale of drugs, gambling or prostitution / human trafficking is strictly forbidden	Min				
5.9	Fire places, water storage areas, gas storage areas, electric generator / transformer areas are regularly maintained.	Adv				
5.10	Domestic and farm animals are managed, so that they do not present a safety risk for tourists.	Min				

Criteria Group 6:

Specific Criteria for CBT Services

Criteria Group 6.1:

CBT in Myanmar offers quality food and beverage services

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
6.1.1	CBT food and beverage (F&B) providers are local community members, able to prepare and serve hygienic food, according to the regulations of the CBT initiative.	Min				
6.1.2	CBT coordinator(s) are able to request information on tourists' dietary requirements, health and allergies; and to provide meals which can satisfy common dietary requests (e.g. vegetarian, no pork, no peanuts)	Min				
6.1.3	CBT F&B providers have been trained to prepare fresh, tasty, nutritious meals, including traditional cuisine.	Min				
6.1.4	Local ingredients, including fresh meat and organic vegetables, are offered when available.	Min				
6.1.5	CBT food and beverage providers are able to welcome guests, introduce food and provide friendly hospitality.	Min				
6.1.6	CBT food and beverage providers are clean and free of infectious diseases.	Min				
6.1.7	Meals are provided by CBT food and beverage providers at agreed times	Min				
6.1.8	There are sufficient, clean utensils for the number of guests.	Min				
6.1.9	Drinking water is available for visitors, or managed by the CBT Committee, in case not available in the village.	Min				
6.1.10	Daily use water is available for visitors in the village.	Min				
6.1.11	Food preparation and dining <i>areas</i> are maintained in a clean state at all times.	Min				
6.1.12	Food preparation and dining <i>utensils</i> are cleaned thoroughly before and after use.	Min				
6.1.13	Food is stored in clean containers, in good condition.	Min				
6.1.14	Food service providers wash their hands with soap in clean water before and regularly during food preparation.	Min				
6.1.15	Shared dishes are served with a serving spoon.	Min				
6.1.16	Animals are kept out of food storage, cooking and dining areas.	Min				
6.1.17	Tourists have opportunities to participate in meal preparation and learn traditional cooking techniques.	Min				
6.1.18	Natural bio-degradable materials are used when serving and packaging food (e.g. banana leaves).	Min				

Criteria Group 6.2:

CBT in Myanmar offers quality Community Guiding Services

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
6.2.1	CBT Community Guides must be from the local community.	Min				
6.2.2	Local Community Guides are punctual, friendly, and patient, with problem solving skills.	Min				
6.2.3	Local Community Guides never work under the influence of alcohol or drugs.	Min				
6.2.4 a	Local Community Guides possess sound knowledge of local history, cultural traditions, heritage sites and geography.	Min				
6.2.4 b	Local Community Guides possess sound knowledge of flora and fauna; and how to increase positive impacts and reduce negative impacts on the environment and community during the CBT program.	Adv				
6.2.5	Local Community Guides always welcome and brief tourists on arrival about the community, the CBT Committee, the program, and do's and don'ts.	Min				
6.2.6	Local Community Guides have been trained in interpretive guiding, and can communicate in an engaging way, with accurate, clear information.	Min				
6.2.7	Local Community Guides have been trained, and are able, to manage groups of tourists.	Min				
6.2.8	Local Community Guides are trained in first aid; and able to inform tourists of dangers and risks of which they need to be careful.	Min				
6.2.9	There are at least 4 local community guides per CBT. Rules exist on the ratio of guides/guests.	Min				
6.2.10	Local youth receive training / mentoring about local culture and practices, to build their knowledge and skills as local community guides.	Adv				

Criteria Group 6.3:

CBT in Myanmar offers quality tours, activities and transport

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
6.3.1	Tourism activities are surveyed, and risks for guests and the community are identified. Concrete measures have been put in place to reduce risks (e.g. briefings during welcome meetings, signs warning of risks along the route).	Min				
6.3.2	CBT tours have clearly defined itineraries and prices. All related services, activities, inclusions, times, and distances are clear and realistic, according to local conditions.	Min				
6.3.3	Where relevant, equipment is always checked before beginning CBT activities, to ensure it is in safe, working order (e.g. bicycles, kayaks, etc.).	Min				
6.3.4	Visitors are informed of the tour itinerary, level of difficulty, possible hazards, safety precautions and regulations that apply to their conduct on the tour.	Min				
6.3.5	CBT tours/activities are designed to be enjoyable, educational, and hands-on. Programs include opportunities for tourists to meet and join activities alongside community members. (E.g. handicrafts, arts, language, dance, cooking, etc.).	Min				
6.3.6	The community tour guide to visitor ratio is not greater than 1:5-10.	Min				
6.3.7	Any transport used is clean checked before use to ensure that it is roadworthy; and that there is sufficient transport for the number of tourists.	Min				
6.3.8	Guides, drivers and other service providers met during the tour are punctual, clean and sober.	Min				
6.3.9	After deducting costs, CBT activities yield a profit / surplus for CBT members and Community Fund.	Adv				

Criteria Group 6.4:

CBT in Myanmar offers quality community-based tourism accommodation

Note: These criteria are only relevant for CBT initiatives, which offer overnight accommodation

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
6.4.1	CBT initiatives supply safe, clean, suitable quality accommodation for visitors. Accommodation can include a CBT lodge managed by the community, and/or homestays provided by local families. Homestays are in line with the Myanmar Tourism Law.	Min				
6.4.2	Any home stay development follows the Myanmar Tourism Law, Union Hluttaw Law No 26, and the rules issued herein by the Myanmar Ministry of Hotels and Tourism. The state/regional government decides on what kind of home-stays will be allowed in their respective states/regions. All homestays are in line with the Myanmar Tourism Law.	Min				
6.4.3	The CBT lodge and CBT-related homestays have a systematic structure with clear roles, responsibilities and line of communication, and complying with the Myanmar Tourism Law 2018. At least 10% of income goes to the community fund.	Min				
6.4.4	CBT accommodation providers understand and operate within the CBT initiative's guidelines and regulations, which include a clearly defined limit for the maximum number of visitors per accommodation, per night.	Min				
6.4.5	CBT accommodation provides typical, local experiences and opportunities for cultural exchange to guests.	Min				
6.4.6	CBT accommodation providers are certified under a relevant standard produced for the purposes of improving accommodation services.	Adv				
6.4.7	CBT accommodation providers have been trained in simple accommodation and housekeeping services.	Min				
6.4.8	CBT accommodation providers have been trained in hospitality, customer care, group management and understanding and communicating with tourists.	Min				
6.4.9	All CBT accommodation providers are trained in basic first aid and competent in using first aid kits.	Min				
6.4.10	CBT lodges and visitor use areas have documented fire and emergency procedures, displayed in prominent positions.	Min				
6.4.11	Visitors are informed on arrival at the CBT accommodation of any additional, safety, security and behavioural requirements.	Min				
	Sleeping Areas					
6.4.12	A CBT lodge is a separate building, managed by the CBT Group, and provides separate rooms for visitors.	Min				
6.4.13	A CBT-related homestay is located in a private house with a private area for guests to sleep (either a bedroom, or a clearly separated area), with a maximum of 4 rooms. Homestays are in line with the Myanmar Tourism Law 2018.	Min				
6.4.14	Drinking water is provided for overnight guests, either by the CBT Group or by tour operator partners.	Min				

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
6.4.15	In CBT lodges there is a waste bin and rail to dry clothes.	Min				
6.4.16	The room is well ventilated and clean.	Min				
6.4.17	Materials exist to help hosts and guests communicate (e.g. language sheets, cards).	Adv				
6.4.18	A torch is available for night use in all CBT accommodations.	Min				
6.4.19	Bedding is cleaned every time before tourists arrive, sufficient for the number of tourists, ready to use.	Min				
	Bathroom and Toilet Areas					
6.4.20	Safe, private, lockable bathrooms and toilets are available for guest use in all accommodations.	Min				
6.4.21	Bathrooms and toilets include a tank of adequate fresh, clean water, soap and cup; toilets include toilet paper and a waste bin.	Min				
6.4.22	Toilets are of either squatting or sitting and flushing or composting type.	Min				
6.4.23	Bathrooms and toilets in CBT accommodations and other structures used by guests are clean, hygienic, well ventilated and clean smelling, with good drainage of waste-water and sufficient light.	Min				
	Common areas and accommodation surroundings					
6.4.24	The dining room must be separate from the kitchen.	Adv				
6.4.25	All built structures for visitor use are clean, structurally sound, with adequate lighting and ventilation, and safe from dangerous species.	Min				
6.4.26	All CBT accommodations and visitor use areas have procedures to ensure the security and safety of visitors and their belongings.	Min				
6.4.27	All CBT accommodations and visitor use areas include a well maintained first aid kit for guest and staff use.	Min				
6.4.28	Accommodation for visitors and other structures for visitor use are clearly identified with signs.	Min				
6.4.29	Areas surrounding CBT accommodations and other visitor use areas are clean and safe. There is no trash, pools of water or overgrown grass.	Min				
6.4.30	The locations of all CBT accommodations and visitor use areas are decided in consultation with the CBT Committee and community leaders.	Min				
6.4.31	CBT accommodation hosts: provide a warm welcome, protect tourists' safety and comfort, (e.g. avoid making loud noise at night, respecting tourists' privacy), and provide advice on how to behave.	Min				

Criteria Group 7:

CBT in Myanmar demonstrates market access and partnerships (criteria for compliance by CBT members)

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
7.1	The CBT Committee manages tourist and partners' expectations by providing accurate information about the destination, attractions, local culture, customs, CBT products, services, prices and sustainability claims.	Min				
7.2	The CBT Committee has simple, promotional materials. (E.g. brochures, pamphlets, products and price sheets.)	Adv				
7.3	CBT members have received training to understand tourism, tourists, product development, pricing and how to access marketing channels (e.g. how to work with ground handlers).	Adv				
7.4	The CBT Committee has a simple marketing plan, which identifies target markets and their needs for CBT services.	Adv				
7.5	The CBT initiative offers appropriate products to service target markets, protect the local environment and culture.	Adv				
7.6	A cultural calendar is available for tourists and tour operators to have advanced notice of community festivals, important occasions, etc.	Adv				
7.7	Pricing is transparent and defined based on consultation processes inside the CBT Group and with partners.	Min				
7.8	The CBT Committee cooperates and consults with local government and inbound tour operators for marketing.	Min				
7.9	A system and/or guidelines exist for tour operators to reach agreements with the community.	Min				
7.10	Agreements between the CBT Committee and inbound tour operators are clearly defined and documented.	Min				
7.11	The CBT Committee communicates and cooperates with neighbouring communities to identify and avoid any negative impacts from CBT on neighbouring communities.	Adv				

Note: All criteria, which have been gradually removed or integrated during different steps of the CBT Standard Development process to simplify the standard, have been noted in separate documents. Therefore, future drafts can re-introduce the criteria if they become feasible.



PART C: MYANMAR CBT WORKING DRAFT STANDARD CRITERIA FOR INVESTMENT AND PARTNERSHIPS

1. Criteria Group 8:

Investments & partnerships (for compliance by CBT Friendly Tour Operators & Investors)

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
	Legal Compliance of Friendly Tour Operators (FTO)					
8.1	Investors and CBT friendly tour operators (FTO), which arrange CBT village itineraries, must meet all necessary license and permit requirements. They must follow the existing laws, bi-laws, procedures, order, instructions from / of the MOHT, as well as instructions issued periodically from respective government organizations and local communities' regulations.	Min				
	Joint Ventures Between Communities and Private Sector					
8.2	Local community participation in a tourism partnership / joint venture on community-based tourism is based on the principles of free, prior and informed consent (FPIC), including effective consultation and participation in decision-making, <i>complying with criteria 1.1 and 1.2 of this Myanmar CBT Standard.</i>	Min				
8.3	Where joint investments in CBT are required (e.g. to build a CBT lodge), partners contribute in cash and / or labour.	Min				
8.4	In the case of joint-ventures between communities and investors, both parties have negotiated and willingly entered into a Land Use Agreement , which recognizes communities' customary and legal rights to maintain control over traditionally used lands, complying with criteria 1.4a & 1.4b of this CBT Standard.	Min				
8.5	If a community shows interest to run a joint venture, the private sector partner should allow sufficient time to create clear understanding among partners.	Min				
8.6	in case several businesses are interested in initiating a partnership with the same community, the investor must be able to prove there was a transparent tendering process to enter into the joint venture with the community.	Adv				
8.7	A contract or agreement exists which clearly defines the contributions, equity, specific roles, responsibilities and financial obligations and rights of the overall community / CBT Initiative and FTO / investor / business partner.	Min				
8.8	This agreement includes a clause which requires FTOs / investors and staff to operate within the guidelines and regulations of the CBT initiative.	Min				
8.9	A Joint Management Committee is established, with at least bi-annual meetings, to share information and facilitate decision-making between the overall community, CBT Initiative and investor / FTO partner.	Min				

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
8.10	The investor / FTO allows sufficient time for communities to make decisions using traditional consultation structures (e.g. councils).	Min				
8.11	The investor / FTO supports the CBT Community Fund.	Min				
8.12	The investor / FTO does not interfere in the internal disputes of the community.	Min				
8.13	The investor / FTO invests time developing community capacity through mentoring and training CBT staff.	Adv				
8.14	Partnerships and joint investments respect the norms, traditions, beliefs and culture of the local community throughout the cycle of consultation, product development, marketing and operations.	Min				
	FTO commitment to sustainable tourism and CBT					
8.15	FTOs and staff possess sound knowledge of sustainable tourism and how to deliver quality tours to experience local environments, cultures and livelihoods.	Min				
8.16	FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.	Min				
8.17	FTOs provide employees working with communities regular training on CBT and ecotourism.	Min				
8.18	FTOs consult and / or cooperate with natural and cultural heritage conservation organizations, authorities and local NGOs.	Adv				
	FTO contribution to community and nature protection					
8.19	FTOs demonstrate respect for CBT regulations and recommendations for behaviour in environmentally sensitive areas and while in the community.	Min				
8.20	FTOs and staff have a sound knowledge and understanding of the specific CBT site and local conditions.	Min				
8.21	FTOs demonstrate best practice environmental management in their operations (e.g., use of energy efficient products, removing solid waste which they bring into the CBT area, and recycling).	Adv				
8.22	FTOs consult with the CBT Committee and the community if there is a risk that activities might result in direct environmental or social impact.	Min				
8.23	FTOs apply a minimal disturbance policy, in order to provide visitors with respectful, low-impact nature, culture and community experiences.	Min				
8.24	FTOs and staff are actively involved in and / or contribute to, CBT projects.	Adv				
8.25	FTOs support the community to improve CBT products and services by sharing client feedback.	Min				

No.	Criteria	Min / Adv	Yes: Compliant	No: Partly compliant	No: Not compliant	Not applicable
	FTO supporting the local community economy					
8.26	FTOs maximize use and purchase of local and CBT products and services (e.g. accommodation, transport in and out, activities, food, souvenirs), ensuring that at least 10% of income goes to the community fund.	Min				
8.27	FTOs have an agreement/contract with the CBT Committee on products, prices and procedures.	Min				
8.28	FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.	Adv				
	FTO promotion of joy of discovery, knowledge and respect					
8.29	FTOs <i>always</i> work in cooperation with local community guides (if available) to deliver high quality guiding and culture/nature interpretation, which generates respect for the cultural and natural values of the CBT area.	Min				
8.30	FTOs explain CBT codes of conduct to professional staff tour guides and to clients: emphasizing the visitor's responsibility to treat local people with respect, and avoid environmental damage.	Adv				
8.31	FTO's limit group sizes according to CBT Committee carrying capacities.	Min				
8.32	Professional tour leaders / tour guides are trained to understand the CBT area's cultural and natural value, the CBT program and how to work as a team with CBT staff.	Min				
8.33	FTOs provide accurate pre-tour information to clients about the tour and the CBT area, a list of needed equipment and codes of conduct.	Min				
8.34	FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas, culture, products, services and activities.	Min				
8.35	Promotional messages by FTOs treat local communities and tourists respectfully, and project a dignified image of the country.	Min				
	FTO provides safe and satisfying experiences for tourists and the community					
8.36	FTOs ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides.	Min				
8.37	FTO staff are trained in first aid, including CPR.	Min				
8.38	FTOs are able to demonstrate their efforts in improving the quality of their operation through reporting of visitor satisfaction from client feedback surveys.	Min				

Note: All criteria which have been gradually removed or integrated during different steps of the CBT Standard Development process, to simplify the standard, have been noted in separate documents. Therefore, future drafts can re-introduce the criteria if they become feasible.

2. Glossary of terms

This glossary of terms clarifies the language used in the CBT Standards.

CBT - Community Based Tourism (CBT) is a tourism activity, community owned and operated and managed at the community level, which contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources. (Definition of CBT according to the ASEAN CBT standard)

CBT Accommodation - Can refer to a CBT lodge and/or CBT-related homestays, in line with the Myanmar Tourism Law 2018.

CBT Committee - Includes all members of a formally established committee, which is responsible for leading and managing the CBT initiative. E.g. CBT coordinator, secretary, accountant, etc.

CBT Friendly Investor - A business person who invests money or other resources in partnership with the CBT Group, supporting CBT and earning a profit

CBT Friendly Tour Operator - A tour operator which supports the principles of responsible tourism and offers tours to CBT communities following the guidelines of the CBT Committee

CBT Group / CBT Members - Includes all CBT committee members and CBT service providers

CBT Initiative - Comprises aspects of CBT, including all CBT staff, products and services

CBT Service Provider - Community member offering CBT services. E.g. guides, cooks, drivers, etc.

CBT Lodge - Accommodation owned and managed by the community for visitors to the CBT area

Community Fund - A fund consisting of money deducted from CBT income, to use for overall community benefit

Homestay - Accommodation provided by a host's family in the same house for visitors to experience everyday way of life of the family and the local community, in line with the Myanmar Tourism Law 2018

Homestay Provider - A local family that offer their house for overnight stays for visitors

Local Community Guide - A community member who guides tourists on the CBT program

National Tour Guide - A licensed, professional tour guide with a national level license

Overall Community - Includes all members of the community

Regional Tour Guide - A licensed, professional tour guide with a state level license

3. Abbreviations

CBI	-	Centre for the Promotion of Imports (Netherlands) [Centrum tot Bevordering van de Import]
CBT	-	Community based Tourism
CIT	-	Community Involvement Tourism
CPR	-	Cardiopulmonary resuscitation
CSR-MAP	-	Corporate Social Responsibility and Market Access Partnerships Project for Thai Sustainable Tourism Supply Chains
FPIC	-	Free, Prior, Informed Consent
FTO	-	Friendly Tour Operator
GIZ	-	German Corporation for International Cooperation GmbH
GSTC	-	Global Sustainable Tourism Council
HSF	-	Hanns Seidel Foundation
LuxDev	-	Luxembourg Development Cooperation Agency
NGO	-	Non-Governmental Organization





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