Policy on
Community Involvement
in Tourism (CIT)

Policy on

Community Involvement in Tourism (CIT) in Myanmar

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myanmar TOURISM FEDERATION

MINISTRY OF HOTELS & TOURISM

Hanns Seidel Foundation

I. Union Minister's Introduction

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

It is widely acknowledged by the international community that tourism not only stimulates economic progress and generates foreign exchange but it may also contribute to the diversification of the local economy and thus offer additional livelihood opportunities for local communities.

The current process of vast political, economic and social changes in Myanmar renders the nation one of the fabulously emerging destinations in Asia. The country is of great interest for visitors seeking to discover the unique experience of our local heritage and natural resources and interact at a deeper level with the local communities.

The significant growth in Myanmar can contribute to local community employment and income opportunities by selling goods and services as well as by sharing their traditions and cultures with visitors.

Community involvement in tourism is becoming increasingly popular among the development circle worldwide as a means of contributing towards rural development and poverty alleviation. Thus, the Ministry of Hotels and Tourism emphasizes the empowerment of communities towards meaningful participation in the mainstream tourism economy.

The Ministry fully believes that if communities are more involved in the decision-making process of tourism planning and management, their livelihoods can be affected directly in a positive way. Furthermore, the local long-term perspectives on how to develop and manage tourism in a sustainable way can be included in these processes beyond the mere consideration of commercial interests.

Having said that, this policy will represent the roadmap for upcoming community tourism projects by providing clear guidelines of how to plan, implement and monitor the public and private sector, communities and other organizations.

This policy should be seen as a living document and shall be regularly adapted to the tourism development process by reviewing the implementation outcomes in order to create flourishing benefits for community tourism in Myanmar.

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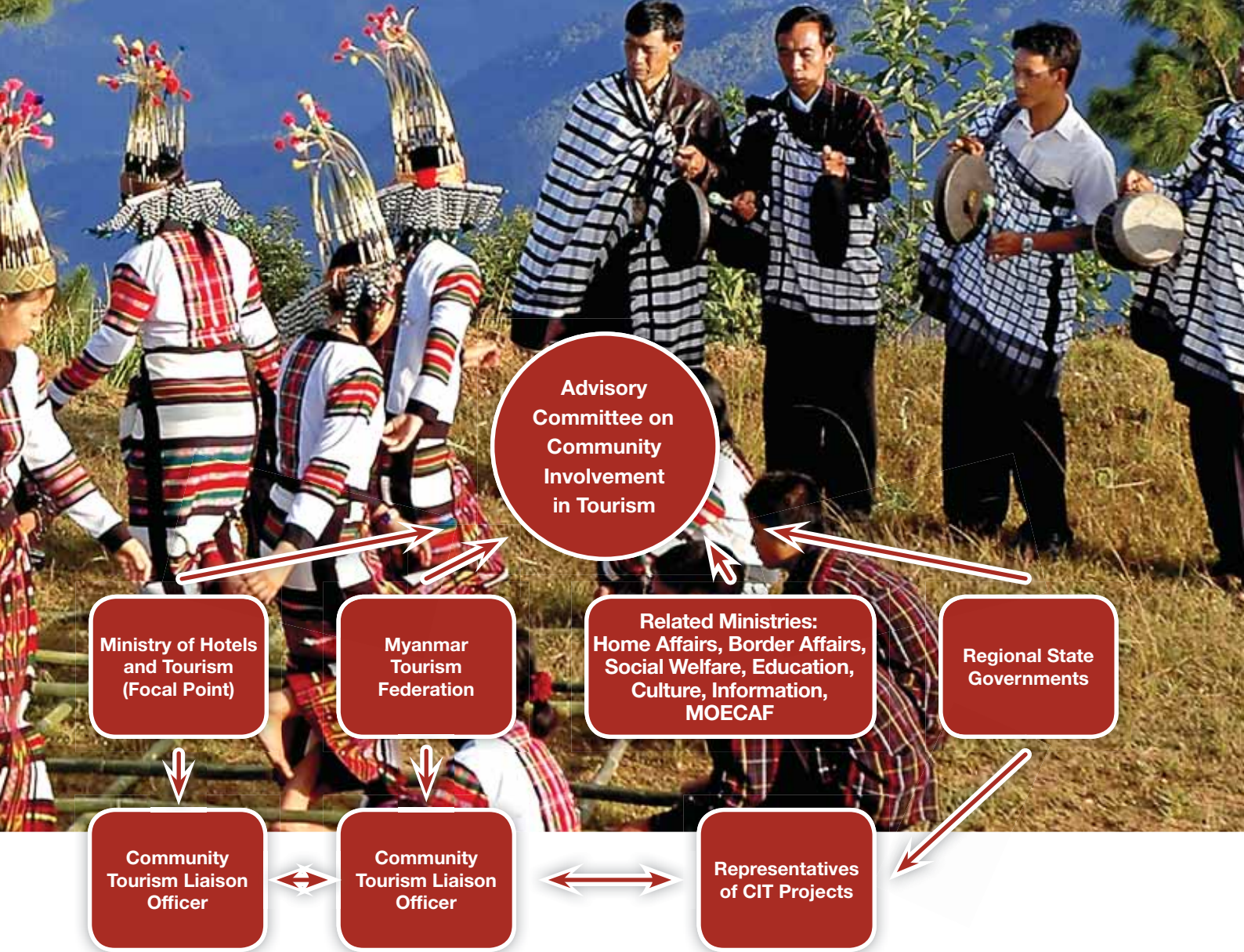Government of the Republic of the Union of Myanmar

II. Background

The Republic of the Union of Myanmar is currently becoming an emerging and fast-growing tourism destination in Southeast Asia. For the first time in its history, Myanmar received over 1 million international visitors in 2012. The number of international visitors increased by over 30% compared to 2011. The total income from tourism activity was $534 million in 2012 compared to $319 million in 2011.

While the achievement of financial sustainability has traditionally been the focus of the business sector, the last decade showed a significant increase of the environmental performance along with a stronger recognition of social and cultural aspects. Benefits of the latter include local community amenities and the preservation and showcasing of living cultures.

This increase of tourism in Myanmar provides an opportunity for local communities – especially rural, poor and marginalized people – to take up gainful employment or other income generating opportunities in tourism by selling goods and services to visitors. In future, local communities need to increasingly develop tourism activities and enterprises in addition to the already existing and planned measures of the private and public sector.

However, according to experiences in other countries, there are a number of challenges related to the integration of local communities towards sustainable and responsible tourism development {see Appendix 4}. The aim of this policy is to tackle these challenges by providing solutions for the creation and development of viable economic and social entities. Promoting linkages between community tourism development and local economic development including the creation of jobs is pivotal to overcome these challenges. Community involvement needs to be an integral part of a strategy for holistic tourism promotion from the local to the national levels.

Advisory Committee on Community Involvement in Tourism

Ministry of Hotels and Tourism (Focal Point)

Myanmar Tourism Federation

Related Ministries: Home Affairs, Border Affairs, Social Welfare, Education, Culture, Information, MOECAF

Regional State Governments

Community Tourism Liaison Officer

Community Tourism Liaison Officer

Representatives of CIT Projects

The most significant problems are the lack of an adequate vision as well as a shortfall in planning, regulation and consultation with the communities involved in tourism projects. Often, these shortfalls result in limited community awareness and reduced commitment to tourism. The non-alignment between national, state, regional and local regulations presents a further challenge.

This policy document, thus, provides the framework for ensuring that local communities gain access to opportunities in tourism and encourages the development of community-run tourism activities and enterprises in Myanmar. The core principles affecting the development of community involvement in tourism were discussed as a basis to establish the guidelines of tourism involvement in Myanmar. The stakeholders conjointly developed Action Points following these objectives. The roles and responsibilities of the relevant stakeholders assisting in the implementation of the activities are listed this document.

To ensure that the objectives and Action Points remain a relevant strategy for the development of community involvement in Myanmar, they should be regularly reviewed by the 'Advisory Committee on Community Involvement in Tourism' responsible for the amendment of new activity plans and for the ongoing revision of existing practices. The Committee is being chaired by the Ministry of Hotels and Tourism (MoHT) of Myanmar in cooperation with Myanmar Tourism Federation (MTF) and includes representatives from state and regional governments. The members of the Committee will meet at least twice a year (at local, state, regional and/or union level). Furthermore, a conference at union level will be organized once a year.

III. Existing Links to Policies

The Ministry of Hotels and Tourism (MoHT) and the Myanmar Tourism Federation (MTF) recognize that the principle of increased involvement of local communities in tourism development is laid out in existing ministerial policies. In particular, the Myanmar Responsible Tourism Policy of 2012 repeatedly states the inclusion of local communities in its Aim 1 and Aim 2:

- Aim 1: Tourism is a national priority sector. Integrate domestic and international tourism into the national economic policy and develop linkages between tourism and other economic sectors to maximize benefits. Further strengthen cooperation mechanisms within the public sector and with the various tourism sector stakeholders (private sector, local communities and civil society).

- Aim 2: Broad based local social-economic development. Spread benefits in the community, encourage local entrepreneurship and civil society engagement to secure livelihoods for women and youth and alleviate poverty.

Aims 3, 7, 8 and 9 are also directly or indirectly related to community involvement in tourism as they focus on cultural heritage, networking and stakeholder processes, capacity building and social safeguards.

- Aim 3: Maintain cultural diversity and authenticity. Preserve national identity and encourage the development of cultural heritage and living cultures.

- Aim 7: Institutional strengthening to manage tourism. Enhance the understanding and effective management of tourism at a local to national level and work with stakeholders in destinations.

- Aim 8: A well trained and rewarded workforce. Establish an adequate and appropriate capacity building program through continuing professional development, training and education.

- Aim 9: Minimizing unethical practices. Apply ethical standards through tourism development to minimize social, economic and environmental harm.

The **Framework for Economic and Social Reform** (Draft, Nov. 2012) states that "Tourism is potentially one of Myanmar's most important sectors, with tremendous potential to contribute to greater business opportunities and balancing social and economic development if properly managed and developed. The Government of Myanmar will also ensure that a comprehensive tourism strategy is developed which is commensurate with the cultural and customary practices of local communities as well as the environmental and social endowment of the country".

The **National Biodiversity Strategy and Action Plan** (2011) also includes community involvement in tourism. Objective 2 of the Action Plan towards Sustainable Ecotourism states: "Develop an ecotourism policy that ensures benefits for local communities."

In order to achieve these policy objectives, the Ministry of Hotels and Tourism and Myanmar Tourism Federation have decided to elaborate this Policy on "Community Involvement in Tourism in Myanmar" as a complementary and more specific policy for the promotion of community activities in tourism.
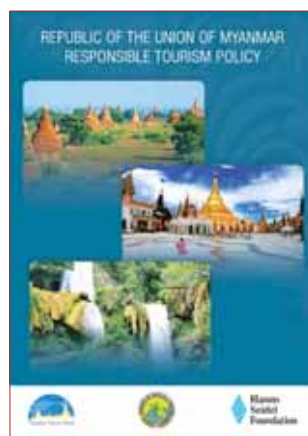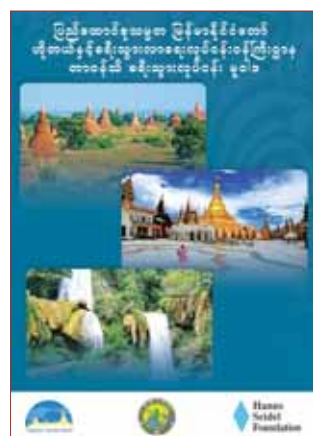
The Myanmar Policy on "Community Involvement in Tourism in Myanmar" was formulated from 30 January to 15 February 2013. It included the conduction of eight workshops with approximately 250 stakeholders representing the public and private sector and local communities from Yangon, Bagan, Inle Lake, Kyaing Tong and Loikaw. On 15 February, the draft policy was presented and discussed at a conference in Nay Pyi Taw with more than 50 participants from the public and private sector. Subsequently the draft was sent to those stakeholders who were not able to participate in the conference and a request was made to receive further comments. On 20 March 2013, the revised draft was discussed again for final approval at the Ministry of Hotels and Tourism in the presence of His Excellency U Htay Aung, Union Minister for Hotels and Tourism, and more than 20 staff members.

IV. Meaning of Community Involvement in Tourism in Myanmar

National and international tourists are becoming more and more interested in experiencing tourism with local people and living cultures. Interestingly, ten years ago, community-based tourism (CBT) projects in countries like Thailand and Indonesia were predominantly visited by Western tourists. Nowadays, the majority of visitors to CBT projects are increasingly urban domestic and regional tourists.

Meeting the growing demand of experiencing CBT is a challenging task if being done in a sustainable manner. Sustainable CBT includes enabling those communities who wish to be involved in tourism to share the natural beauty and spiritual significance of different

sites in a way that maintains – and possibly enhances – cultural, social and environmental integrity whilst providing economic opportunities for those involved.

Maximizing the benefit for local communities requires a holistic view in which "sharing the cultural and spiritual significance of different sites" involves much more than the mere interpretive experience of just delivering facts and figures about the community or ethnic group. The provision of access to the destination and to general tourist services is equally important, particularly in remote areas.

There are various ways to encourage community involvement

in the tourism industry and to attract community support and participation. According to the international discussion, community participation is a crucial determinant to ensure that local communities will benefit from tourism and that their lifestyles and values are being respected.

The level of participation of local communities in Myanmar was discussed in all workshops. The majority of participants expressed their concerns that a high level of local community participation might not be possible in the short or medium term due to a lack of experience in decision-making processes. Therefore, most of the participants recommended a

medium level of participation for the time being. This means that communities must be consulted and involved in decision-making processes on tourism planning and management, which directly affect their livelihoods. However, final decisions shall be made in coordination with the private sector and with the approval of the public sector administration. Many participants expressed the view that communities should be empowered in the long term to gain full administration in tourism planning which may affect their livelihood through direct participation. Due to the outcome of this discussion at the workshops and at the Ministry of Hotels and Tourism, it was decided to use in the future the term "Community Involvement in Tourism" (CIT) and not "Community-based Tourism" (CBT). The Myanmar term is လူမှုအဖွဲ့အစည်း ပါဝင်ပတ်သက်သောခရီးသွားလုပ်ငန်း (*Lu Hmu Ah Hpweh Ahsi Parwun Pathet Thaw Kayee Thwar Loke Ngan*) which literally means "a community participating and involving in tourism". The concept of Community Involvement in Tourism (CIT) in Myanmar is therefore described as follows:

- Community Involvement in Tourism means to create wealth for local communities. CIT encompasses all ethnic groups in Myanmar. Therefore, it is sensitive to local cultures and beliefs of all people.

- CIT is not limited to cultural, village or ethnic tourism only as it includes mainstream tourism activities and service provision to tourists and the tourism industry. In the immediate industry these opportunities include the provision of accommodation, tour and attraction products targeted at a range of niche markets. Local ethnic knowledge and local flora and fauna provide an exceptional starting point for nature related tourism attractions, such as bird watching or recreational fishing. Tourists appealed by this expertise would generate demand for food and beverages, village guiding, accommodation and ancillary services. The provision of these products and services include many more roles such as food production, transport, arts and crafts, cultural performances (e.g. dancing, singing, story-telling) and cultural demonstrations such as weaving, agricultural practices, music, craft making and cooking.

- Community members should be encouraged to start their own small and medium enterprises or to act as investors or even joint venture partners with the public or private sector.

The core aim of CIT is to enable a significant number of local community members to gradually gain substantial control over the development and management of tourism activities in their region. Thus, the major proportion of the

(financial) benefits would remain within the local economy. Local residents need to have a voice in making decisions about tourism development in their areas and collaborate with other stakeholders to develop opportunities for employment, enterprises and new skills to improve their livelihoods. Some activities require participatory planning processes, while others, such as enterprise development, may be performed by individuals and families.

In designing investment incentives and facilitating soft loans for tourism development (e.g. from banks or donors), it will be ensured that the specific needs of small-scale, community and informal sector enterprises are being taken into account. A long-term goal is to enable community members to move out of the informal into the formal sector, thus gaining access to loans from the formal banking sector. The Myanmar Government is encouraged to create favorable conditions to work with communities by giving them market power and by allowing the private sector higher investment security and greater incentives for partnerships.

It is recommended that members of local communities, even those not directly involved in tourism enterprises, can gain more benefits through the establishment of a community fund; Visitors would be requested to pay a certain amount of money into the community fund which will be used by the community for community activities only.

Community or community members are encouraged to run Bed & Breakfast Services (B&B's; see Appendix 2) either managed by community/ community members or in partnership with the private sector. International and domestic tourists are allowed to stay at these B&Bs in local communities if they follow certain rules defined by the community. Although Myanmar signed the ASEAN homestay standards in 2010, the promotion of B&B's is recommended due to local customs and for religious reasons. Communities are able to gain first-hand experiences with village B&B's which may enable them to run homestay programs in the long-term.

Besides Financial Benefits, CIT in Myanmar Should:

- Strengthen education and interpretation as part of the tourism service;

- Increase local and visitor awareness of conservation and biodiversity;

- Minimize negative impacts on the natural and socio-cultural environment;

- Facilitate sharing of cultural knowledge;

- Preserve archeological sites and historic buildings;

- Stimulate community beautification (including waste management) and heritage restoration;

- Support organizational development of the community;

- Guarantee local control over village homelands;

- Build community pride.

V. Our Aims and Objectives

The overall aim of this policy is "to enhance community involvement in the tourism industry by creating opportunities for local communities and correspondingly expand the tourism product and appeal for domestic and international visitors". It acknowledges the potential for negative impacts through increased tourism activity and therefore, careful management is necessary.

In this view, the following objectives are the guidelines for the Policy on "Community Involvement in Tourism in Myanmar":

Objective 1: Strengthening the institutional environment and civil societies

Objective 2: Capacity building for community related activities in tourism

Objective 3: Developing safeguards, systems and procedures to strengthen community planning and management in tourism

Objective 4: Encouraging local entrepreneurship through micro- and local enterprises

Objective 5: Diversifying and developing quality products and services at community level

Objective 6: Monitoring positive and adverse impacts of community involvement in tourism

VI. Core Principles Linked to All Objectives

A number of other issues that were taken into account for the formulation of this document are integral to community involvement in tourism in Myanmar. The consideration of these core principles is essential if the policy is to achieve its stated aim and objectives.

DO NO HARM to Local Communities
Many development projects have worked hard in the past 20 years to promote CBT around the world, but only a small number of CBT projects has achieved significant economic benefits due to poor market access and poor governance. Collective management structures are often too complex to work effectively. The imposition of democratic and secular institutional forms on communities with traditional patterns of authority can also have unintended effects. For this reason the 'DO NO HARM Approach' is being applied in all projects

on "Community Involvement of Tourism Projects" in Myanmar. The discussion among all stakeholders on "How do we do no harm to the community?" is an integral part of the core concept of all projects in order to avoid undesirable and unintended effects of tourism projects. The aim of the 'DO NO HARM Approach' is to help development workers and tourism consultants to handle the complexity of such projects with more clarity and to produce better outcomes for the involved communities.

Local Community Participation in Tourism Must be Informed and Willing
Prior to any involvement in tourism, local communities must be provided with sufficient information about the tourism industry to be able to make informed decisions regarding how their future might be impacted. Local people should be willing to participate in tourism and be aware of the potential impacts as well as

learn about mechanisms to manage the impacts from the very beginning.

Respect the Culture, Traditions and Beliefs
Myanmar encompasses a vast diversity of ethnic groups. Within each ethnic group, there is further cultural differentiation as each person is being raised differently and grows up in a unique way. The culture, traditions and beliefs of every individual can contribute to a person's well-being, in other words: culture shapes and determines how a person develops and manifests as a human being. Tourists – as well as the private and the public sector – need to respect the cultural heritage, traditions and beliefs of every individual in Myanmar.

Gender Responsibilities
Gender roles, i.e. different roles of women and men, are often strictly demarcated in various ethnic cultures to the point of exclusivity with regard to certain knowledge,

| Stakeholder Discussion on "How do we DO NO HARM" in CIT Projects? | Focus of Discussion: How to Avoid Undesirable and Unintentioned Effects? | Searching for Different Ways of Managing Projects/Activities to Achieve the Most Beneficial Outcomes | Tourism Consultants/ Development Workers are Able to Handle the Complexity of Such a Project with More Clarity and Better Outcomes for the Community |

"DO NO HARM" Approach for Projects on Community Involvement in Tourism

ceremonies or the access to places. Gender aspects may affect all stages of tourism development from initial negotiations to the customer's involvement in the product and should always be taken into consideration when planning the involvement of local communities in tourism activities. Specifically, tourism should not foster gender-specific discrimination but apply an equally respectful approach to all persons in a society.

Business Concepts
In traditional ethnic cultures there is often a limited understanding of tourism and business concepts as only few people from remote areas will have first-hand experience of commercial tourism. Thus, communities may lack the capacity required to decide whether tourism should play a role in their future. Therefore, it is important to give communities sufficient time and space to understand the business concept of tourism before they

make the decision whether they want to be involved in this economic sector. This aspect is directly linked to decision-making processes.

Decision-Making Takes Time
The course of negotiation and decision-making within local communities is generally a lengthy one. Decisions often require broader consultation processes within the communities and with other traditional owners.

Community Tourism Enterprises Must Be Based on Sound Business Planning
All community tourism business ventures require sound business planning underpinned by appropriate market research and analysis. Long-term financial sustainability must emanate from within the business unit and not be reliant on external funding sources. Failed business ventures not only damage individuals' and community confidence in tourism, but may

also harm the reputation of the industry and the destination, thereby reducing the prospect of success for subsequent ventures.

Successful Community-Managed Tourism Operations Necessarily Operate Within the Mainstream Tourism Industry Network
The MTF network, in particular, provides an important channel for business information, networking and marketing opportunities. The distribution network of travel agents, wholesalers and inbound tour operators reselling tourism products to distant markets is equally important. The structure of these networks changes in relation to the markets that they serve. While modern telecommunications have revolutionized this distribution chain, the traditional networks continue to provide critical links between tourism operators and the majority of the local communities in the future. Development and growth of

community tourism will therefore rely on successful involvement in the established tourism network.

Decent Work

All CIT activities are incorporated into the approach of 'Decent Work'. In addition to providing income, work can pave the way for broader social and economic advancement, strengthening individuals, their families and communities. Such progress, however, hinges on

rights enjoyed by communities over resources such as land, natural environment and cultural attractions that are important tourism resources.

In order to avoid and minimize involuntary resettlement resulting from the exploration of tourism projects, safeguards must be formulated for involuntary resettlement resulting from tourism projects. Where resettlement cannot

private) money in communal areas for investing in natural resources, tourism infrastructure and planning, marketing, promotion and training. Therefore, it is important that a substantial share of funds for investment in tourism in Myanmar is being spent in communal areas, particularly any levies or fees raised for tourism-related activities on the national level, such as for resource conservation, training or marketing. In order to re-invest into the less

work that is decent. Decent work is the availability of employment in conditions of freedom, equity, human security and dignity. According to the International Labor Organization (ILO), 'Decent Work' involves opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for families. Furthermore, it offers improved prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and substantial equality for all women and men.

Enhance Rights Over Tourism Resources

In order to promote equality, the government needs to enhance the

be avoided, displaced persons should get a legal guarantee that their livelihoods will be improved or at least restored to pre-project levels.

Respect Relationship to Land and Landownership

Ethnic communities are inextricably linked to their culture and their environment. While the relationship of people to their country is a valuable tourism asset, there will be places with tourism potential that – for reasons of cultural significance or ownership – cannot be visited or utilized in a manner that would produce the highest tourism interest.

Investment in Communal Areas

Tourism in communal areas needs to be carefully promoted and planned. However, there is little (public and

developed areas, payments should be channeled directly to a local fund.

Implementation of Community Involvement Tourism (CIT) Projects

An implementation plan will be developed in order to operationalize the strategy and to highlight important information, such as the stakeholders' responsibilities, the amount of resources needed, the timeframe for implementation. These specific tasks will be clarified in a stakeholder engagement plan and a business plan.

VII. Key Objectives and Action Points

Objective 1: Strengthening the Institutional Environment and Civil Societies

a) Objective 1 focuses on strengthening the institutional environment towards community involvement in tourism.

b) MoHT will oversee the development of community activities in tourism and implement plans and programs across a range of state and regional governments. In doing so, the Ministry will ensure that communities who are already affected by tourism development – or those who will be in the future – are represented by government organizations, committees and working groups that are involved in tourism development, planning and drafting of regulations and legislation.

c) MoHT will actively encourage broad community representation on relevant committees.

d) MoHT will assist in supporting the regional administration in tourism planning by providing information, advice, contacts etc. needed for implementation. MoHT will promote the greatest possible participation by local communities in the planning and establishment of the tourism control and development zones.

e) Furthermore, it will be MoHT's task to ensure that the responsible administration considers community involvement in tourism a priority in all major tourism destinations.

Action Points Related to Objective 1	
a)	Develop an institutional connection between the Ministry of Hotels and Tourism and local administration, establishing the involvement of local communities in tourism as part of local governmental bodies.
b)	MoHT and MTF will assign Community Involvement Tourism Liaison Officers as Coordinators to help facilitate the above, to facilitate communication within and among the informal sector, government, investors, tourism companies etc., and ensure that community involvement in tourism is given appropriate recognition in further national development.
c)	MoHT and MTF will continue liaising with the informal sector and their representatives, and ensure their views are taken into account as policy and legislation further evolves.
d)	Ongoing promotion and awareness of CIT development.
e)	Regular meetings with relevant representatives at a local level.

Stakeholders: MoHT (Focal Point) and tourism related Ministries, local administration, MTF, representatives of local communities.

Objective 2: Capacity Building for Community-related Activities in Tourism

a) Objective 2 is concerned with the fundamental and overarching need to build human resource capacity and promote quality growth in community-related activities in tourism.

b) Key targets include the design and delivery of training programs for local consultants, guides, private and public sectors and local communities. Training courses are included and/ or recognized within the Myanmar Tourism training program that are explicitly designed to meet the needs and enhance the skills of rural people and communities involved in tourism. Further, it needs to be guaranteed that the qualifications gained as part of this program are included in the tourism industry's schedule of accredited qualifications so that they can be legally recognized, contracted and marketed.

Action Points Related to Objective 2	
a)	Provide tourism awareness training in local communities.
b)	Provide technical assistance in the areas of tourism planning, tourism impacts, decision making etc. to ensure informed decisions and equitable representation of communities' interests by community involvement tourism liaison officer(s) or coordinator(s).
c)	Set up training programs focusing on the development of tourism-related skills, particularly language, first aid, energy and emergency management and service, marketing and management in tourism.
d)	Establish educational programs on environmental and sustainability awareness, waste management and resource utilization (e.g. energy, fire wood, water) to enable safe and efficient use of resources and ease visitor-host competition over them in remote areas. Establish environmental and cultural awareness programs to protect the cultural and traditional heritage.
e)	Train tour guides, tour conductors and village guides to value the traditional and contemporary culture of ethnic groups; train village guides.
f)	Promote the provision of private sector informal training, which is occupation-specific and practice-oriented and include people that are disadvantaged and with disabilities.
g)	Offer training on quality improvement for local handicraft and organic food production and farming.

Stakeholders: MoHT (Focal Point), MTF, Ministry of Cooperatives, Ministry of Education, Ministry of Culture, Ministry of Social Welfare, Relief and Resettlement, Development Organizations, NGOs, SME Centre(s).

Objective 3: Developing Safeguards, Systems and Procedures to Strengthen Community Planning and Management in Tourism

a) The establishment of safeguards, systems and procedures are essential to strengthening community planning and management.

b) Key targets include designing and implementing participatory approaches to destination and community tourism planning; The views of local residents must be reflected in the planning process.

c) Mechanisms for achieving this should be explored by setting up pilot projects and adapting lessons learned to other destinations. Special attention and priority should be given to the developments initiated by local residents or which maximize their participation and the spread of benefits.

d) The local community is to be defined according to

specific circumstances, but in each case is primarily the residents in, or closest to, the tourism development area, who utilize land and other resources in the area and wherever possible will be represented through an existing institution such as a CIT Committee. It should be ensured that development agencies and (I)NGOs interested in implementing CIT do not have a hidden agenda (such as religious and missionary targets).

e) Additionally, the development of systems to promote visitor safety and consumer protection for community activities related to tourism is recommended, especially with regard to managing emergency and crisis situations as well as establishing tourist police offices; strengthening of community involvement in tourism through a legal and regulatory environment.

Action Points Related to Objective 3	
a)	Develop a checklist model for project proposals to assist in the implementation of community tourism business proposals.
b)	Apply standards for overnight stays in villages B&B (see Appendix 2).
c)	Apply and implement policies and guidelines to strengthen social, environmental and cultural safeguards, including safeguards for tourism development on communal land that is acceptable to local people (see Appendix 3).
d)	Develop "Dos & Don'ts" guidelines for tourists at a community/ village level by setting up guidelines for visitor activities in rural communities in order to ensure that visitors understand the social norms when visiting cultural heritage sites.
e)	Implement support programs for children, youth and women at community level related to tourism activities.
f)	Develop a code of conduct for tour operators for visiting and working with local communities.
g)	Develop manuals or "Dos & Don'ts" guidelines for local communities to enhance understanding and prevent cultural conflicts.
h)	Provide awareness programs on prevention of child labour and exploitation of human rights. Detect human trafficking through CIT and develop guidelines. Detect drugs and narcotic abuse and illegal wild life trading through community related activities.

Stakeholders: MoHT (Focal point), MTF, Ministry of Social Welfare, Relief and Resettlement, Ministry of Information, Ministry of Home Affairs, Ministry of Environmental Conservation and Forestry, Ministry of Culture, Ministry of Religious Affairs, Ministry of Education, State/Regional Governments; local administration, local communities, (I)NGOs.

Objective 4: Encouraging Local Entrepreneurship Through Micro and Small Local Enterprises

a) Encourage the development of tourism enterprises operated by communities and local residents by ensuring that the enterprises are implementing regulations such as on grading and registration (e.g. that accommodation categories include community campsites or village B&B services; health care, attractions, food & beverage, homemade handicraft, transport, and village guides).

b) Support the pro-active marketing and promotion and market access of enterprises operated by communities or local individuals since the lack of marketing skills represents one of the major constraints of many enterprises. Facilitate contacts between the informal sector, formal sector, banking sector, government, and voluntary and donor organizations in order to ensure the provision of investment incentives,

soft loans, and technical advice to informal sector tourism.

c) Encourage the formal tourism sector to co-operate and work with local communities and to recognize that tourism represents a business responsibility that contributes to Myanmar's national development objectives of improved equity in the society, poverty alleviation and sustainable growth.

d) Incentives for and preference to partnership and/ or revenue-sharing ventures between local community business initiatives and the private tourism sector will be given through tax laws and financial regulations that will have to be developed in future. These regulations should encourage revenue-sharing and provide an incentive for it wherever possible.

Action Points Related to Objective 4

a)   Set up minimum standards for licensing requirements and compliance procedures for micro and small tourism enterprises regarding the accommodation, attractions, food and beverage, shopping, transportation, tours, events and adventure sub-sectors.
• Accommodation: Special licenses will be issued for B&B accommodation at urban and village level. A B&B service describes a building containing not less than 4 rooms or 8 beds in which tourists are lodged for hire. Breakfast should be offered by the owner of the B&B service, preferably a community member. If required, lunch and dinner can be also provided.
• Site Attractions
• Restaurants
• Homemade local products
• Local Transportation (e.g. non-motorized vehicles such as horse carts, side cars etc.)

b)   Develop a mentoring program to assist start-up businesses with specific information on tourism industry structure, contacts and market assessment.

c)   Identify product enrichment and marketing benefits to encourage business to engage in partnerships with local communities.
In this context the promotion and quality of products should be ensured.

Stakeholders: MoHT (Focal Point), MTF, Ministry of Cooperatives, SME Centres.

Objective 5: Diversifying and Developing Quality Products and Services at Community Level

a) Objective 5 focuses on diversifying and developing quality products and services.

b) Key targets include: Designing and implementing a series of product development strategies that meet market needs and expectations well-suited to the local context including overnight stays at village

B&B's; Developing a tourism management strategy for protected areas and nature-based tourism which provides benefits for local people; Strengthening product supply chain linkages to maximize tourism's pro-poor potential; Developing multi-stakeholder partnerships to improve product and service quality.

Action Points Related to Objective 5

a) Develop Community Tourism Plans to highlight supply and demand opportunities, local tourism assets and potential issues of stakeholder conflict.

b) Foster the development of business loops that lessen the leakage of tourism income from the community (e.g. business ownership, food production).

c) Develop and promote quality standards for: accommodation, transport, attractions and entertainment, catering, handicrafts and guide service.

d) Encourage the development of authentic products reflecting the local way of living (e.g. through arts, handicrafts, stories, traditional dances, festivals, social ceremonies), focus on the natural environment (e.g. bird watching) and contribute to mutual understanding and appreciation between guests and hosts. Furthermore, the production of products should be decided by villagers who can get advice on opportunities and challenges of making products and keeping quality standards.

e) Support the sustainable development of appropriate infrastructure (roads and accessibility, electricity, water, sanitation, communication systems) to enrich both tourism products and livelihoods.

Stakeholders: MoHT (Focal Point), MTF, Ministry of Cooperatives, Ministry of Social Welfare, Relief and Resettlement, MOECAF, NGOs, Ministry of Culture, Ministry of Religious Affairs, Ministry of Education, State/ Regional Governments, SME Centres, local administration, local communities.

Objective 6: Monitoring Positive and Adverse Impacts of Community Involvement in Tourism

a) Objective 6 focuses on strengthening data systems and metrics to measure benefits of tourism related community activities, in particular of income and employment data to assess the economic impact of tourism at the community level.

b) Regularly and systematically assessing the performance and impacts of CIT projects will support the identification of success indicators and challenges and consequently, contribute to the implementation of corrective actions if necessary.

Action Points Related to Objective 6

a) Set up a monitoring framework for community involvement that can measure financial benefits in addition to other benefits and adverse impacts such as environmental, cultural, social and organizational issues.

b) Assess whether and how positive impacts can be promoted while mitigating negative impacts by preventive and corrective actions.

c) Establish effective communication and information systems and mechanisms for CIT stakeholders to report on progress and challenges.

Stakeholders: MoHT (Focal Point), international and national universities, international development agencies, I(NGO)s.

VIII. Stakeholder Involvement

Whether Myanmar will be successful in moving towards responsible tourism and specifically towards the integration of local communities depends on its ability to work and bring together professional competence, stakeholder perspectives and results-oriented implementation. The support, commitment and cooperation of all local tourism stakeholders on community involvement in Myanmar are essential factors for the industry's long-term sustainability. Furthermore, it is crucial to identify and understand which communities might be potential cooperation partners in a certain destination and what their specific interests are.

The Role of the Public Sector – National Government
a) The public sector at the national level ensures that implementation mechanisms are in place and that they are effective and participatory in the Policy on "Community Involvement in Tourism in Myanmar".

b) This task includes the preparation of suitable frameworks for community tourism development, such as investment opportunities for SMEs in tourism, training opportunities (especially for local consultants, public administration, private sector, SMEs and communities), implementation and monitoring of licensing and standard systems and marketing of community-related tourism activities.

c) Overall, the public sector at the national level has the responsibility to regulate and facilitate this process.

The Role of the Local Administration
a) The local administration, including the state and regional administration play a crucial role in activating these Action Points on the local levels.

b) In Myanmar, the local administration takes a leading role in environmental planning, land-use

planning and rural development initiatives. This task also includes the facilitation of the participation of local communities and licensing businesses in accordance with the national framework.

c) The key role of local administration is to adapt the national policy aims and Action Points with the local levels and to take on the role of actively facilitating towards the local tourism stakeholders.

The Role of the Private Sector
a) The private tourism sector is the guiding vehicle for responsible tourism promotion and development in Myanmar including community involvement in tourism. The private sector needs to ensure that economic development generated through tourism will be sustainable.

b) Private sector tourism development and investment should

be encouraged and sought by local people. Joint-venture partnerships between private sector and local communities are recommended.

The Role of Communities
a) Communities will play a vital role in the development of responsible tourism in Myanmar. They should become the main beneficiaries of tourism, especially poor communities in rural areas. Furthermore, the communities should be closely integrated in tourism development and investment activities from both, the public and the private sector.

b) Communities should actively engage and acquire awareness of the impacts of tourism on their local economy, environment and culture that could be positive or negative. They should seek and demand a high level of integration and involvement in local tourism development and investment.

Individuals are encouraged to take on the role of tourism entrepreneurs.

The Role of Non-Governmental and Civil Society Organizations
a) It is anticipated that non-governmental and civil society organizations, particularly locally and community-based organizations, will encourage the development of tourism in local communities.

b) They are able to support and assist in preparing and implementing community tourism projects, ranging from tourism and environmental awareness programs to human resource development programs and the implementation of community-benefit/ based tourism initiatives.

c) They act as mediators between public and private sectors and communities to generate more community involvement in the tourism industry and have a

responsibility to monitor and evaluate the commitment to community involvement in tourism.

The Role of Women
a) Women, especially in rural communities, play an important part in managing and creating socio-economic opportunities for families and communities.

b) Enhancing employment opportunities for women is a fundamental determinant in realizing fruitful development impacts from tourism. Often, female employees are seen as a "cheap" alternative to male employees, whereas they often lack tenure rights, the right to maternity leave or any possibilities to invest in their career development.

c) The provision of educational programs such as artisan and craft training or other focused tourism trainings aiming at expanding women's skills can enhance the socio-economic situation of families and improve family and community life. Community Involvement in Tourism (CIT) needs to ensure that equal employment conditions for women and men are being established and implemented.

Role of International and Domestic Visitors
International and domestic visitors can travel in a responsible way by showing respect towards the local culture, religion and customs. They are encouraged to visit local communities and contribute to the improvement of the livelihoods, e.g. by buying locally produced goods or by supporting the local people with long-term voluntary

work (minimum four weeks). Visitors are discouraged from directly donating money, sweets, clothes etc. to local communities without consulting a local person such as the local guide or a local organization. It is recommended to offer financial donations to a registered organisation that has both, the capacity and knowledge to ensure that the donation will be distributed in a fair way among the local community members as the donation should reach those who are most in need of it.
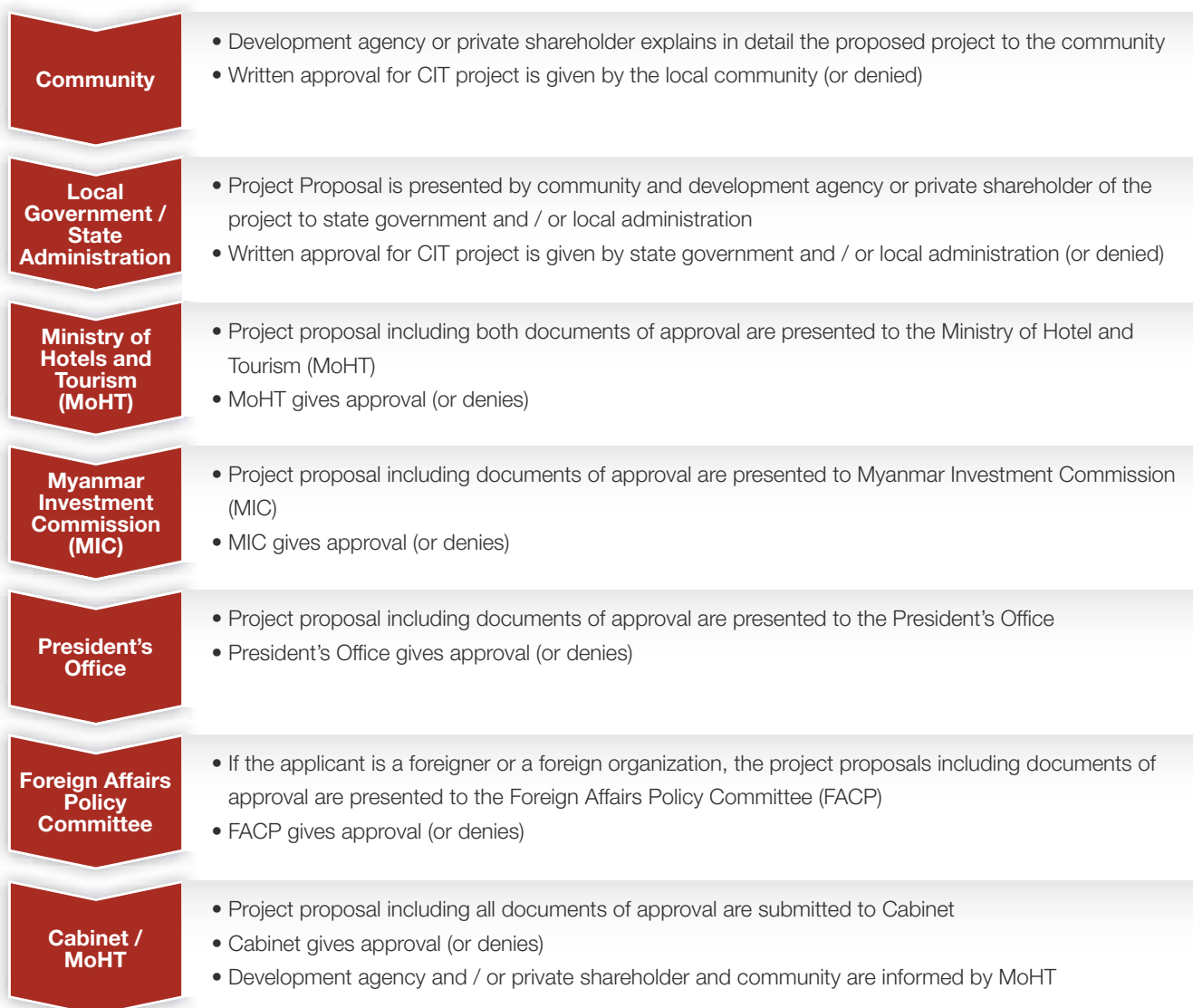
IX. Standards and Requirements for Tourism Activities in Local Communities

Standards have been created for B&B Services and CIT programs. In the first place, NGOs or development agencies planning to implement a CIT project have to submit the project profile/ proposals (1) to the local community. After receiving a written approval by the local community, the (2) State or Regional Government has to approve the project followed by (3) MoHT. Afterwards, MoHT has to submit the approval to the

(4) Myanmar Investment Commission (MIC). With the MIC approval, the document will be proceeded (5) to the President's Office, followed by the (6) Foreign Affairs Policy Committee (FAPC) and finally, the (7) Cabinet. If the project profile/ proposal does not fulfil all necessary requirements such as ecological, socio-cultural, economic and organizational criteria, the government will not grant permission for implementation.

Approval of CIT Project at Community Level

Community
- Development agency or private shareholder explains in detail the proposed project to the community
- Written approval for CIT project is given by the local community (or denied)

Local Government / State Administration
- Project Proposal is presented by community and development agency or private shareholder of the project to state government and / or local administration
- Written approval for CIT project is given by state government and / or local administration (or denied)

Ministry of Hotels and Tourism (MoHT)
- Project proposal including both documents of approval are presented to the Ministry of Hotel and Tourism (MoHT)
- MoHT gives approval (or denies)

Myanmar Investment Commission (MIC)
- Project proposal including documents of approval are presented to Myanmar Investment Commission (MIC)
- MIC gives approval (or denies)

President's Office
- Project proposal including documents of approval are presented to the President's Office
- President's Office gives approval (or denies)

Foreign Affairs Policy Committee
- If the applicant is a foreigner or a foreign organization, the project proposals including documents of approval are presented to the Foreign Affairs Policy Committee (FACP)
- FACP gives approval (or denies)

Cabinet / MoHT
- Project proposal including all documents of approval are submitted to Cabinet
- Cabinet gives approval (or denies)
- Development agency and / or private shareholder and community are informed by MoHT

X. Monitoring and Revision

The Ministry of Hotels and Tourism is responsible for monitoring the Policy on "Community Involvement in Tourism in Myanmar". The MoHT also coordinates comments and suggestions on the policy document and reports on progress and challenges to implement the policy. A report will be distributed to all tourism related Ministries and tourism stakeholders.

The Policy on "Community Involvement in Tourism in Myanmar" needs to be considered a "living document" meaning that the aims, core principals and Action Points are not "cast in stone". It should be regularly adapted to the tourism development process in Myanmar. In fact, the document should be continuously reviewed in close collaboration with a broad range of tourism stakeholders. Actions Points and priorities should be reviewed bi-annually in a tourism stakeholder forum.

Appendix

Appendix 1
References

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Appendix 2
Myanmar Bed & Breakfast (B&B) Service Standards – Major Criteria and Requirements

Criteria	Requirement
Accommodation (Architecture)	• The use of local design and materials for accommodation, furniture and interior decoration. • Regular monitoring and maintenance of B&B (including door and window locks) to ensure high visitor safety. • Good ventilation system to avoid odours. • Clean bedroom and accessories. • Clean washroom and toilet. • Asian or western toilet standards; shower(s) and toilet(s) are separate. • Carrying Capacity: the minimum number of rooms should be four or eight beds; the maximum number should be decided by the community/owners as the quantity depends very much on the quality management of the community/owners. • Regular inspection for insects and pests (i.e. house-rats, mosquitoes, cockroaches, ants etc.).
Food and beverage	• Clean and safe food and beverage. • Clean and safe kitchen and kitchenware. • Clean and safe fresh water. • Maintenance of good health and hygiene practice in food and beverage preparation and handling. • Ensure that persons who prepare F&B are free from infectious diseases.
Safety and Security	• Regular safety monitoring in the area including the fire service. • Provision of training on safety and security. • Availability of emergency guidelines or measures. • Provision of necessary/updated information to ensure the safety and security of visitors. • Regular maintenance of home appliances to avoid any accident. • Accessibility to public facilities i.e. hospital and clinic, public telephones, post office, police station. • The sale of drugs, gambling or prostitution is strictly forbidden. • Community members who are not directly involved in the management of B&B are not allowed to enter the guesthouse while tourists are staying there (restricted area). • Public facilities: fire services should be included.
Activities offered to visitors as part of home stay program	• Provision of environmentally friendly activities that do not create any negative impacts to the area. • Involvement of visitors in local activities e.g. handicrafts, arts, language, traditional dance, traditional events and festivals. • Provision of necessary information about cultural activities to visitors.

Criteria	Requirement
Environmental Conditions	• Appropriate number of visitors, scale and type of tourism activities and visitation period at each natural/cultural attraction that does not exceed carrying capacity of the village. • Sufficient capacity for collecting solid waste. • Appropriate waste disposal practices. • Adequate waste collecting bins around the site. • Appropriate waste water drainage treatment. • If accessible by care - appropriate parking area to avoid air and noise pollution from vehicles to the area and community. • Regular monitoring of environmental condition of the attractions.
Ownership and administration of B&B	Community or community members are owners of the B&B: • Committee and headman in cooperation with village administrator have to decide about ownership (ranges from one family to all community members or partnership with private sector) and management board of B&B. • In case the B& B is co-financed by an external organization, the owners of the B&B are required to give a partnership contribution for the construction of the accommodation (in cash or through labour). • The provision of an education and training program for the management board on various aspects of B& B management and entrepreneurship must be provided by external partners. • Codes of conduct/ does & don'ts guidelines to control visitors behavior should be developed with all villagers; management board is responsible for the enforcement of the guidelines. • Management Board has to provide the mechanism or platform for visitors to feedback on service standard. • It is advisable to establish a Community Trust fund to channel development support and profit directly into the community.
Marketing and Promotion	Regarding the marketing of B& B a marketing and promotion plan/activities should be available and include: 1) Clear target market and understanding of their needs. 2) Availability of promotional materials e.g. brochures, interpretative and directional signage, panels about the program and community. 3) Cooperation with local government and tour operators for marketing.

Criteria	Requirement

Joint Venture between community/community members with private sector	• If a community shows interest to run a joint venture with a private sector partner, or in case several business are interested in initiating a partnership with this community, the process should involve a transparent tendering process to give private business equal opportunities to enter into joint ventures with the local community.
	• Once the community has taken the decision an agreement/contract has to be signed between the two partners. Problems in the relationship with partners usually start with the signing of an inappropriate and badly-thought-out agreement. Therefore, it is recommended that the community seriously consider seeking the advice of a lawyer who is competent and experienced in Joint Venture business transactions. In the agreement the contribution or equity of the local community/ community members has to be clearly determined.
	• Establishment of a Joint Management Committee and regular meetings as a forum for decision-making, information sharing regarding business performance and communication between the community and private sector owner.
	• It is recommended to establish a Community Trust fund to channel development support and profit directly into the Community.
	• The private sector partner should follow the following rules:
	  - Not to interfere in the internal disputes of the community.
	  - Work to develop the partnership relationship through mentoring and by helping to build the capacity of the local partners to take over some of the functions and risks.
	  - Respect the norms, traditions, beliefs and culture of the local people.

Local Benefit to neighboring community	• Tourists have to pay an additional amount into a community fund; community fund is used for the well-being of the community only; distribution of money is defined by committee of elders or other village authorities. • It is recommended that the community fund is used for the maintenance and enhancing of local culture, natural environment and authenticity of the community and the area. • An interpretation plan/program that helps increase local and visitor understanding on the significance and authenticity of the location should be available.

Appendix 2
Myanmar Homestay Standard – Major Criteria and Requirements

Due to reasons related to Myanmar customs and religions, foreign visitors will be offered B&B Services or they can stay at hotels or lodging houses. In the upcoming years communities should get first-hand experiences with B&Bs which may enable them in the long-term to run homestay programs, meaning that foreign visitors stay overnight in a local family's private home. Nevertheless it should be mentioned that ASEAN homestay standards for Myanmar were approved in 2010.

Criteria	Requirement
Accommodation	• The use of local design and materials for accommodation, furniture and interior decoration. • Regular monitoring and maintenance of accommodation (including the lock of doors and windows) to ensure high safety for visitors. • Good ventilation system to avoid any smell. • Clean bedroom and accessories. • Clean washroom and toilet. • Regular check for insects and nuisance animals (i.e. house-rats, mosquitoes, cockroaches, ants and etc.).
Food and beverage	• Clean and safe food and beverage. • Clean and safe kitchen and kitchenware. • Clean and safe fresh water. • Maintain good hygiene and sanitation in food and beverage preparation and servicing.
Safety and Security	• Regular monitoring for safety in the area. • Provision of training and assignment of duties to Tourist Police on safety and security. • Availability of emergency guidelines or measures. • Provision of necessary/updated information to ensure the safety and security of visitors. • Regular maintenance of home appliances to avoid any accident. • Accessibility to public facilities i.e. hospital and clinic, public telephones, post office, police station, money changer, information center. • The sale of drugs, gambling or prostitution is strictly forbidden.
Activities offered to visitors as part of home stay program	• Provision of environmentally friendly activities that do not create any negative impacts to the area. • Involvement of visitors in local activities e.g. handicrafts, arts, language, traditional dance, traditional events and festivals. • Provision of necessary information about cultural activities to visitors.

Criteria	Requirement
Environmental Conditions	• Appropriate number of visitors, scale and type of tourism activities and visitation period at each natural/cultural attraction that does not exceed carrying capacity of the sites. • Sufficient capacity for collecting solid waste. • Appropriate waste disposal practices. • Adequate waste collecting bins around the site. • Appropriate waste water drainage treatment. • Appropriate parking area to avoid air and sound pollution from vehicles to the area and community. • Community involvement in solid waste management such as waste separation, waste reuse and recycling. • Regular monitoring for environmental condition of the attractions.
Local Benefits	• Involvement of local community in Homestay service. • Provision of education and training program for local residents on various aspects of homestay management and entrepreneurship. • Maintaining and enhancing local culture, natural environment and authenticity of the community and the area • The use of codes of conduct/do & don'ts guidelines to control visitors behavior. • Availability of interpretation plan/program that helps increase understanding of visitors and local people on the significance and authenticity of the place. • Provide the mechanism or platform for visitors to feedback on service standard.
Marketing and Promotion	Availability of marketing and promotion plan/activities including: 1) Clear target visitors and their needs. 2) Availability of promotional materials e.g. brochure, interpretative and directional signage, panels about the program and community. 3) Cooperation with local government and tour operators for marketing.

Based on ASEAN Standard for Homestay (2010)

Appendix 3
CIT Standards for Service and Sustainability in Myanmar

The standards including criteria and indicators are based on the Global Sustainable Tourism Criteria (GSTC) and on the CSR-MAP Project from Thailand. Minimum standards means that every CIT project has to fulfill this standard from the beginning of the project. An advanced standard does not have to be implemented at the beginning of a project. In order to improve the quality of the CIT activities it is recommended that the community fulfills these advanced standards after a period of four or five years after implementation.

On 15 February 2013, the draft policy was presented and discussed at a conference in Nay Pyi Taw with more than 50 participants from public and private sector. During this event working groups were formed to discuss specific criteria and indicators and to decide whether standards should be minimum or advanced. The issue of which standards to remove or adopt was also considered.

	Criteria	Minimum	Advanced
	1) CIT is managed sustainably		
1.1	**CIT is managed sustainably (Sustainable management is defined to cover eight areas: 1) natural resources 2) culture 3) health and hygiene 4) safety 5) people and society 6) income and other tourism benefits 7) service quality 8) marketing**		
1.1.1	Tourism in the community is managed by a group, with a committee	✓	
1.1.2	The committee understands the principles and goals of CIT	✓	
1.1.3	Roles and responsibilities of CIT group members are clearly defined, distributed among community members and cover all 8 areas of sustainability	✓	
1.1.4	There is a coordination mechanism with a nominated, responsible coordinator	✓	
1.1.5	The group has a system for managing information, and information is updated each year	✓	
1.1.6	The group has a clear, transparent and accountable financial system	✓	
1.1.7	There is zoning to define areas which can be used for tourism and which should be conservation areas. Carrying capacity regarding social, cultural and environmental impacts for local community is defined	✓	
1.1.8	The number of tourists is controlled as appropriate to the local environment	✓	
1.2	**Participation inside the CIT group and inside the community**		
1.2.1	The CIT group's working processes ensure that group members have opportunities to share ideas and influence the decision making process		✓
1.2.2	Group members feel a tangible sense of ownership for the CIT group. They keep up to date,, participate in the decision making process, work together actively to solve problems, share work or invest together		✓

	Criteria	Minimum	Advanced
	1) CIT is managed sustainably		
1.2.3	The group has regular meetings, at least once per month		✓
1.2.4	News and information is shared with the community regularly		✓
1.2.5	The CIT group gives opportunities for the entire community to join in their activities at least 1 time per year including training opportunities		✓
1.2.6	The CIT group gives opportunities for new community members to join the CIT group at least once per year		✓
1.3	**Capacity building within the CIT group and community**		
1.3.1	Group members have regular opportunities to develop their knowledge and skills in areas which are relevant to their roles and responsibilities and are able to put these new skills and knowledge into practice effectively	✓	
1.3.2	The CIT group leader and members are able to share their knowledge, skills and experience with interested individuals and organisations	✓	
1.3.3	Capacity building activities for the community are included in the CIT group's action plan	✓	
1.4	**There is a system for evaluating the satisfaction of guests, the CIT group and community, which covers all 8 areas of sustainability**		
1.4.1	Tourists' feedback is measured in a variety of ways (e.g. guest books, record of repeat visitors, feedback form)	✓	
1.4.2	There is a public meeting for the whole community to learn about the ongoing work of the CIT group and share ideas at least once per year	✓	
1.4.3	Feedback from all stakeholders is analysed and CIT is developed based on the results of the analysis	✓	
1.5	**Community members and guests follow community rules and regulations**		
1.5.1	The community group have rules and regulations which are accepted by the overall community and which they follow	✓	
1.5.2	There are rules and regulations for tourists, who are informed in advance	✓	
1.5.3	The CIT group communicates rules and regulations with tourists and the community (e.g. signs, leaflets, etc.)	✓	
1.6	**Responsible marketing and promotion**		
1.6.1	The CIT group defines target groups which are appropriate for the community and design activities which are appropriate for the target groups	✓	
1.6.2	A calendar is developed so that tourists and tour operators have advanced notice of community festivals, important occasions, etc	✓	

	Criteria	Minimum	Advanced
1.6	**Responsible Marketing and Promotion (continued)**		
1.6.3	Promotion of CIT activities and services is honest and truthful	✓	
	2) CIT contributes towards the local economy, society and quality of life		
2.1	**Support for community development**		
2.1.1	Advocate to make CIT part of the local government development plan	✓	
2.1.2	CIT group members are actively involved in local community development; a proportion of the tourism income is regularly donated to fund and support social work in the community. The level of contribution (percentage of total income) towards the family is defined by the community	✓	
2.1.3	The CIT group works with stakeholders inside and outside the community	✓	
2.2	**Fair distribution of income and opportunities to earn additional income**		
2.2.1	There is a rotation system which provides opportunities for all CIT group members to earn income from tourism	✓	
2.2.2	The CIT group and members support locally produced goods and services	✓	
2.2.3	The CIT group provides opportunities for community members and local community groups to sell goods and services to their guests	✓	
2.2.4	Community members create products for tourists, based on local knowledge and made from local materials		✓
2.3	**CIT respects human rights and dignity**		
2.3.1	The CIT group does not support the sale of drugs, gambling or prostitution	✓	
2.3.2	The CIT group creates opportunities for youth, women, the elderly and handicapped people to benefit from CIT and participate in CIT activities	✓	
2.3.3	Child labour is not used when it exposes children to risk, or reduces their opportunities for education	✓	
2.3.4	CIT activities do not disturb, create conflict, or impact shared natural resources with neighbouring communities	✓	
	3) CIT conserves, supports and celebrates local cultural heritage		
3.1	**The CIT group has Information and knowledge about local cultures and ways of life**		
3.1.1	Local history, lifestyle, art, culture, and traditions are recorded in documents and pictures	✓	

	Criteria	Minimum	Advanced
	3) CIT conserves, supports and celebrates local cultural heritage (continued)		
3.1	**The CIT group has Information and knowledge about local cultures and ways of life (continued)**		
3.1.2	Antiques which represent local lifestyle and culture are collected and preserved to educate the next generation	✓	
3.2	**Information about the local culture and way of life is communicated between community members and with people from outside the community (e.g. tourists, students, other communities)**		
3.2.1	Tourism program design shares local culture and ways of life, in a way which is respectful of host and guest cultures	✓	
3.2.2	Guests have opportunities for cultural exchange and to learn about the local ways of life through direct experience	✓	
3.2.3	Local hosts or guides have necessary knowledge and skills to interpret local culture, ways of life and wisdom in an interesting and engaging way	✓	
3.2.4	Local youth receive training in local culture to build their knowledge and skills as community guides	✓	
	3) CIT conserves, supports and celebrates local cultural heritage (continued)		
3.3	**Regulations to ensure both the respect and protection of local cultures and the cultures of guests**		
3.3.1	There are rules and regulations / guidelines for tourists to respect local culture, and tourists are informed of these rules by the CIT group	✓	
3.3.2	The CIT group sets an example by acting according to the rules and regulations	✓	
3.3.3	Cultural rules and regulations / guidelines are promoted inside the community, and community members are encouraged to set an example and behave consistently	✓	
3.3.4	Tourism activities do not disturb, or otherwise negatively impact historical or sacred sites	✓	
3.3.5	The CIT group and host families are educated to understand the cultures of their guests	✓	
3.4	**Conservation, restoration and communication of culture**		
3.4.1	Local teachers and wise people are shown respect. Cultural perspectives are introduced from the very beginning		✓
3.4.2	The CIT group participates in activities which support conservation and revival of local culture	✓	
3.4.3	Support is offered to pass cultural heritage on to the next generation	✓	

	Criteria	Minimum	Advanced
3.4	**Conservation, restoration and communication of culture (continued)**		
3.4.4	The CIT group allocates a portion of their income to supporting cultural activities	✓	
3.4.5	The CIT group promotes the development of products using local materials and local wisdom	✓	
3.4.6	Preference is given to traditional architecture when restoring old sites, or new building, and efforts are made so that building / restoration complements local culture	✓	
3.4.7	Community members are encouraged to wear traditional dress (out of pride, not through pressure) promoting the existing culture		✓
3.4.8	The sale of rare cultural heritage artefacts is not supported	✓	
	4) CIT contributes towards sustainable environmental and natural resource management		
4.1	**Information and education about natural resources and natural resource use**		
4.1.1	The CIT group has clear information about natural resources, the environment and the relationship between local people and natural resources	✓	
4.1.2	Group leaders are able to organise educational programs for community members and other interested people about the environment and natural resources	✓	
4.1.3	Guidelines for protecting the environment are shared with other community members and with guests in the community	✓	
4.2	**Program design takes consideration of the sustainable management of natural resources and the environment**		
4.2.1	There are guidelines for tourists and CIT staff in order to reduce the impacts of tourist activities on the environment and natural resources	✓	
4.2.2	Tourism activities give tourists the opportunity to learn about the environment and the relationship between local people and the environment		✓
4.2.3	Local community guides are able to inform tourists about the community's environmental guidelines effectively		✓
4.2.4	Local community guides have the skills to interpret the environment and the relationship between local people and the environment in an interesting way		✓
4.2.5	Environmentally friendly tourism activities have been developed		✓
4.2.6	Tourism activities give tourists the opportunity to do hands-on conservation / natural resource management	✓	

	Criteria	Minimum	Advanced
	4) CIT contributes towards sustainable environmental and natural resource management (continued)		
4.3	**Sustainable management of the environment and natural resources and biodiversity conservation**		
4.3.1	The CIT group manages natural resources systematically and sustainably, in harmony with the local environment	✓	
4.3.2	CIT group members participate actively in natural resource management and conservation	✓	
4.3.3	There is an environmental / conservation fund which is used to support concrete initiatives	✓	
4.3.4	The CIT group works to create environmental awareness and concern among the community, in particular youth	✓	
4.4	**Waste management in the community and tourism areas**		
4.4.1	The CIT group participates in waste management in the community and tourism sites	✓	
4.4.2	Waste in tourism areas is well managed (there are signs requesting not to throw litter, and bins are placed in appropriate locations)	✓	
4.4.3	Each tourism activity has guidelines for waste management	✓	
4.5	**Management of water resources and waste water**		
4.5.1	The CIT group uses water sparingly	✓	
4.5.2	There is a community agreement about how to use water resources		✓
4.5.3	There are guidelines to prevent waste water	✓	
4.6	**Noise pollution management**		
4.6.1	Design and use of equipment which reduces noise pollution		✓
4.6.2	There are guidelines for tourists to reduce noise pollution		✓
4.6.3	Tourism activities do not disturb the community, wild animals or the environment	✓	
4.7	**Energy management**		
4.7.1	There are guidelines for reducing consumption of electricity, petrol and gas	✓	
4.7.2	There are guidelines for keeping energy use low, or using alternative or sustainable energy sources		✓

	Criteria	Minimum	Advanced
4.8	**Environmentally friendly products**		
4.8.1	The CIT group supports local products which are environmentally friendly	✓	
4.8.2	Environmentally friendly products are available for tourists to buy	✓	
4.8.3	The CIT group does not support products made from rare wildlife	✓	
4.8.4	Environmentally friendly local materials and art are used to decorate tourism sites	✓	
	5) CIT is a fulfilling and safe experience for guests		
5.1	**The tourism program and activities are safe, have clear guidelines, and are appropriate both for the tourist and the time allocated**		
5.1.1	Tourism activities are surveyed, and risks for guests and the community are assessed (e.g. there are signs warning of risks along the route)	✓	
5.1.2	There are guidelines for safety and risks en route, and tourists are given this information	✓	
5.1.3	There is sufficient equipment and it is (regularly?) inspected to ensure it is in safe, working order	✓	
5.1.4	Tourism activities are appropriate for the community and target group; activities are appropriately designed for the time available; activities, prices, timing and distances involved in the tourism program are clear (transparent?)	✓	
5.2	**Food and drinks**		
5.2.1	Food is fresh, and chemical free	✓	
5.2.2	The majority of produce is sourced from the local community	✓	
5.2.3	The food is healthy and prepared in a safely. Standards of hygiene are followed. All utensils are washed before every meal. The cook always washes his/her hands before preparing meals	✓	
5.2.4	Equipment used in food preparation is clean. There are closed lids where food is kept. Equipment is always washed before and after it has been used	✓	
5.2.5	The kitchen is clean. Equipment is well organised and stored after use in an organised way	✓	
5.2.6	Tourist's dietary requirements are catered for (vegetarian, halal, etc.)	✓	
5.2.7	Tourists have the opportunity to cook with their hosts	✓	
5.2.8	The amount and quality of food is good value for money, and portions are a sufficient size for the number of tourists	✓	

	Criteria	Minimum	Advanced
	5) CIT is a fulfilling and safe experience for guests		
5.2	**Food and drinks (continued)**		
5.2.9	There is variety – a minimum of 3 dishes per meal, with at least one typical local dish per meal	✓	
5.2.10	Food is served on time	✓	
5.2.11	There are sufficient utensils for the number of guests	✓	
5.2.12	Hosts introduce the food to guests	✓	
5.2.13	Water is clean and stored in sealed containers (with lids)	✓	
5.3	**Transport and travel**		
5.3.1	Prices are clearly marked, according to distances, travelling times and destinations	✓	
5.3.2	Transport is clean and checked before use to ensure that it is roadworthy	✓	
5.3.3	Appointments with fixed times are made, and transport arrives on time	✓	
5.3.4	There are guidelines to follow in the case of an accident		✓
5.3.5	The number of tourists who can travel in a single vehicle is limited and there is sufficient transport for the number of tourists. Tourists do not feel claustrophobic and there are sufficient seats	✓	
5.3.6	Drivers are suitable for the job: local community members with drivers licences who are not under the influence of drink or drugs and familiar with the route	✓	
5.3.7	There is the necessary and relevant equipment to travel safely	✓	
5.3.8	There is a map or comparable information explaining how to travel to the community	✓	
5.3.9	Vehicles are insured	✓	
5.4	**Local community guides**		
5.4.1	Local guides are community members, and members of the CIT group. They are considered appropriate by the general community	✓	
5.4.2	Trained and knowledgeable about the community	✓	
5.4.3	Local guides have good interpretation skills and are able to communicate in an engaging and interesting way, with clear and correct information	✓	
5.4.4	Basic qualities of a local guide: punctual, friendly, patient and good tempered, with good decision making and problem solving skills	✓	

	Criteria	Minimum	Advanced
	5) CIT is a fulfilling and safe experience for guests (continued)		
5.4	**Local community guides (continued)**		
5.4.5	Appropriate behaviour with tourists - no flirting or sexual relationships	✓	
5.4.6	Sufficient physical fitness for their work, not under the influence of alcohol or drugs, not sick, good mental health	✓	
5.4.7	Local guides welcome tourists, share information about the community, the CIT group and the guidelines and information for tourists when staying in the community and participating in activities	✓	
5.4.8	Able to assess how physically and mentally prepared tourists are for activities and make recommendations based on their assessment	✓	
5.4.9	The CIT guide informs tourists of dangers and risks which they need to be aware of	✓	
5.4.10	Plans and coordinates with relevant staff / community members in advance	✓	
5.4.11	There are a sufficient number of local guides for the number of tourists and type of activity. The number of local guides is clear and communicated in advance	✓	
5.5	**Villagers as hosts**		
5.5.1	Qualities for a good host: provide a warm welcome, be friendly and appropriately dressed, avoid flirting or sexual relations with tourists, do not make loud noises at night, help protect the safety of tourists, help tourists and suggest how they should / should not behave	✓	
5.5.2	Create opportunities for guests to participate in home activities and cultural exchange with their hosts	✓	
5.5.3	All family members are prepared to welcome guests	✓	
5.5.4	Hosts are knowledgeable about the CIT program and the community	✓	
5.6	**Communication and coordination**		
5.6.1	Clear, named coordinator who is easily contactable. There is an assistant who can work in the absence of the coordinator	✓	
5.6.2	Qualities for a good coordinator: friendly, well spoken, good communication skills	✓	
5.6.3	There is communication equipment which works, and the coordinator has sufficient knowledge and skills to use the equipment effectively	✓	
5.6.4	There is a booking system	✓	

	Criteria	Minimum	Advanced
	5) CIT is a fulfilling and safe experience for guests (continued)		
5.6	**Communication and coordination (continued)**		
5.6.5	The coordinator gives information to tourists about the program, service, price and rules and regulations	✓	
5.6.6	The coordinator requests basic important information about tourists (health problems, dietary requirements or allergies, etc.)	✓	
5.6.7	The coordinator provides information about guests to hosts and local guides and follows up their preparation to welcome tourists	✓	
5.6.8	The coordinator centre has information about the community and target groups of tourists and information is systematically collected		✓
5.6.9	There is a system for making agreements with marketing partners	✓	
5.6.10	CIT Handbook should be developed (content needs to be defined by CIT group)	✓	
5.6.11	The coordinator collects monitoring and evaluation information and files it systematically	✓	
5.7	**Safety**		
5.7.1	There is a safety plan in the event of an accident	✓	
5.7.2	The CIT group coordinates and plans in cooperation with relevant local stakeholders to protect the safety of tourists. Meetings, training and regular consultations take place	✓	
5.7.3	Equipment exists that can be used to communicate at any time of day or night in the event of an emergency, e.g. phone, radio	✓	
5.7.4	The CIT group coordinates and works together with relevant community organizations (village leaders, health clinic, village volunteers) and has a joint plan to ensure safety	✓	
5.7.5	Tourists are advised to take care of their personal belongings	✓	

Community Involvement in Tourism (CIT) in Myanmar – Opportunities & Challenges

Topics	Policies/Activities That Can Help Community Involvement in Tourism	Policies/Activities That Can Hinder Community Involvement in Tourism
Land Use Issues		
Land tenure and the use, development and management of common property resources (CPR) such as waterfalls, rivers, forests, reefs, wildlife, trails, heritage sites and villages	– The use and management of CPR for Community Involvement in Tourism (CIT) can improve the conservation of natural resources, diversify and enhance the national tourism product and create new income-generating activities. – Land-use planning that incorporates community views, recognises tourism as land use, supports multiple land use, and discourages enclave tourism. – Communities can be empowered and assume authority in resource management without becoming 'legal' owners of the resource. – Higher level of institutional capacities.	– No land use planning. – Planning that ignores local views, and either ignores tourism as land use or focuses solely only on tourism without assessing links to other sectors.
Planning and Regulations		
Tourism planning and policy	– Clear policy statement in support of community involvement in tourism. – Local participation in tourism planning. – Community involvement and benefit is a key criterion in governmental planning decisions. – A planning system for approving new tourism enterprises that is easy to use for people from rural communities.	– Tourism operators and investors are able to get planning approval with no discussion of community impacts. – Urgent deadlines take priority over community consultation and development. – Applications for planning approval are too challenging for people from rural communities.
Tourism regulation/ standards	– Regulations that allow for simple tourism enterprise, within limits of health and safety, e.g. category of 'home-accommodation' such as Bed& Breakfast services' at local level or 'basic campsite' with simpler standards than other types of enterprise. – Registration system accessible to rural residents. – Regulations for larger tourism ventures that encourage or require measures to enhance local benefits. – Development of criteria to select CIT projects to ensure feasibility	– A tourism grading system with no 'basic' grades or categories suitable for community campsites, homestay/ B&B arrangements etc. – Minimum standards are set too high for most informal and community enterprises to reach (i.e. above basic health and safety requirements). – Difficult and expensive grading/ regulation procedures, requiring access to the capital city, language skills and financial resources.

Topics	Policies/Activities That Can Help Community Involvement in Tourism	Policies/Activities That Can Hinder Community Involvement in Tourism
Market, Marketing and Quality Management		
Market access	– Government intervention, marketing links and intensive communication with marketing enterprises. – Investment in infrastructure, particularly roads, harbours and communications, as well as vendor markets and sanitation facilities.	– Accessing the market is difficult due to dominance of local elite groups. – CIT products are often in areas with poor infrastructure and this undermines viability. – Structural framework (e.g. lack of expertise, lack of appropriate legal system, lack of trained human resources, relatively high cost of community participation, lack of financial resources) may hamper communities to enter tourism market. – Operational framework (e.g. centralisation of public administration, lack of coordination, lack of information) may hamper communities to enter tourism market
Tourism marketing	– Marketing of CIT enterprises by the national tourism marketing body. – The development of new products, particularly those based on local culture, should be integrated with mainstream products. – Small CIT projects are most likely to succeed when 'championed' by commercial companies. – National and international awards can boost the profile of CIT initiatives. – 'Responsible' or 'Fair Trade' branding will appeal to some market segments. – Promotion of product(s) to year-round domestic and regional markets.	– No information on community enterprises in government information. – Tourism is a highly seasonal and vulnerable industry. – Some markets are more amenable to CIT than others.
Quality and attractiveness of the product	– Ensuring commercial viability through market research is a priority. – An area can be made more interesting by interpreting 'hidden' stories in the landscape. – Innovation using authentic crafts, agricultural products and cultural events. – Creation of an ongoing review mechanism of product quality. – Development of standards.	– Unattractive products do not sell well. – Political interests can interfere with the selection of projects.

Topics	Policies/Activities that can help community involvement in tourism	Policies/Activities that can hinder community involvement in tourism
Business Affairs		
Community/private sector contractual partnerships	– Government recognition of community institutions with legal powers to enter into contracts. – Appointment of a legitimate 'honest broker' to advise and facilitate contractual partnership. – Effective community enterprise development programmes with skills development and job creation. – Sufficient time and support is required to succeed. – Preferential procurement by the private sector partner to provide contracts and work for local small businesses. – A transparent bidding process for joint venture tenders with clear rules, a code of conduct, clear set of criteria and standards for the envisaged partnership, and a strong element of competition – Funding mechanisms to obtain community equity in a tourism company where appropriate and mutually beneficial.	– It can be hard for rural communities to develop tourism enterprises as they lack access to capital, business expertise and marketing skills. – Partnerships are often difficult, time intensive and risky. – Communities may not choose their partner well or be "saddled" with an inappropriate partner by other stakeholders. – The private sector partner may lack ethical responsibilites, the commitment to community development and technical and operational experience to make the business and/or supply chain work. – No governmental recognition of joint venture arrangements.
Economic linkages	– There is a need to look at the entire supply chain not just the tourism business. – Policies to maximise economic linkages between tourism sector and local enterprises (e.g. through credit, training, joint planning). – Preferential local procurement of agricultural produce and other import-substitution measures (e.g. handicraft, soaps, furniture) by government and tourism companies.	– Assuming local enterprise links will just emerge with no help.
Credit, funding, taxes and incentives	– Access to credit for small enterprises. – Technical assistance in the preparation of business plans for CIT by neutral persons. – Workshops to sensitise the financial sector to CIT product potential. – Sustainable funding mechanisms for CIT organisational and producer association requirements including soft loan repayment terms that are flexible and take the seasonality of tourism into account.	– A lack of financial assets is an obstacle to community participation in tourism. – A lack of business understanding can be a major challenge in communities. – Donor funding is often shorter than the project life cycle. – Bank interest rates can be prohibitively high for small entrepreneurs. – No incentive for companies to negotiate with communities.

Topics	Policies/Activities That Can Help Community Involvement in Tourism	Policies/Activities That Can Hinder Community Involvement in Tourism
Participation, Capacity Building and Implementation		
Local participation	– Participatory planning in tourism as part of a development vision that promotes consultative, inclusive decision-making processes and empowerment. – The level and type of community involvement in tourism should be defined by community members. – Preparatory community studies, exchange visits, analyses of Strengths, Weaknesses, Opportunities and Threats (SWOT), discussions on the positive and negative aspects of tourism, envisioning and participatory planning, and stakeholder identification are useful tools. – It is important to ensure communities understand that tourism may take several years to develop.	– Cultural (such as hierarchical) limitations to broad community involvement (therefore collective community management and/or ownership should not become a dogma - "A MUST"). – Developing tourism that involves communities is a long-term investment and expectations must be managed.
Capacity building & licensing	– Capacity building for rural residents has been organised or sponsored by government. – Courses, exams and licenses that are accessible to local people, and provide qualifications that are appropriate for local enterprises e.g. locally-run courses to be registered as a local guide. – Development of 3 levels of management: capacity for project administration, resource management, and product development and marketing. – Training materials in local language. – Information provided to the formal sector on how to work with communities and enhance local benefits.	– Only conventional staff trained in tourism planning and marketing, with no community development skills or understanding. – Information for the tourist industry only available in the capital city, no translations. – Tourism training and licensing developed for educated urbanites. – Only one (high) category of qualification, with expensive courses and exams in the capital city. – Failure to identify the various levels of management capacity needs can lead to project failure.
Mitigation of impacts, awareness building and education	– Educational programmes to create awareness of tourism impacts and management and mitigation measures. – Codes of conduct (e.g. 'do and don'ts') for hosts, private sector, business partner and guests. – Cultural awareness information for tourists.	– CIT products can have negative environmental, socio-cultural and economic impacts. – Inappropriate behaviour by hosts and/or guests can cause problems.

Topics	Policies/Activities That Can Help Community Involvement in Tourism	Policies/Activities That Can Hinder Community Involvement in Tourism
Participation, Capacity Building and Implementation (continued)		
Institutional development	– CIT groups are more likely to succeed where institutional structures provide the necessary policies, and where there are linkages between organisations, and the skills or ability to source technical assistance and support for community-based groups. – Development of supportive institutional structures and arrangements.	– National producer associations can play an important role but legal and business development expertise and a plan for long term financial sustainability is required. – NGO and/or company registration requirements can be confusing and unclear to community-based organisations.
Distribution of benefits	– A clear focus on specific target groups and beneficiaries. – Sustainable mechanisms for more equitable distribution of benefits. – Gender sensitive planning. – Financial community contributions create a greater sense of local ownership.	– CIT may only benefit the elite in a community. – The distribution of benefits can create friction in and between communities due to poor preparation.
Monitoring and evaluation (M&E)	– M&E is important for tracking how far an initiative has reached resource mobilisation, donor reporting and dissemination of experience. – Baseline studies at the start of a CIT initiative from which to measure progress. – Monitoring of environmental impacts and establishing a periodic review of carrying capacity.	– Insufficient M&E is undertaken.