

 **MYANMAR-LUXEMBOURG** 
DEVELOPMENT COOPERATION

**A REVIEW OF WOMEN & ETHNIC NATIONALITIES'
ENGAGEMENT WITH THE TOURISM SECTOR
(RESEARCH STRAND 7)**

**Myanmar Tourism Human Resource Development
Strategy & Action Plan
2017-2020**



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Ministry of Hotels & Tourism
2017

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A REVIEW OF WOMEN & ETHNIC NATIONALITIES' ENGAGEMENT WITH THE TOURISM SECTOR (RESEARCH STRAND 7)

Myanmar Ministry of Hotels and Tourism (MOHT),

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FOREWORD

This Human Resource Development Strategy and Action Plan (HRDSAP) is the outcome of wide-ranging national research on the capacity of Myanmar's tourism stakeholders, undertaken in 2015 and 2016. The study was conducted by the Ministry of Hotels and Tourism (MOHT), with valuable support Project MYA/001 – "Development of Human Resources in the Hotel and Tourism Sector and Capacity Development of the Ministry of Hotels and Tourism" implemented by LuxDev, the Luxembourg Development Cooperation Agency.

The strategy guides and informs future work programmes of Myanmar's tourism and hospitality industry in a wide range of areas. It identifies policy actions and emphasises the urgent need for effective capacity building across three important areas namely, public sector governance, education and training, and the private sector.

I want to thank all those individuals, companies and organizations from the private and public sectors, non-governmental organisations (NGOs) and development partners who contributed their time, energies and ideas to the Strategy. I also acknowledge the strong role of MOHT's Training and Education Department and our counterparts from LuxDev who carried out all field work in a professional and timely manner. I would also like to thank the Myanmar Tourism Federation (MTF) and industry associations for supporting and joining the many consultation workshops and meetings.

Tourism is a labour intensive activity that will likely provide more jobs in Myanmar than any other sector. The sector's diverse activities offer a wide range of employment embracing, for example, airport services, taxi drivers, hotel staff, tour guides, tour operators, travel agencies and transport services, restaurants, handicraft producers and suppliers, as well as government staff. People employed in each of these areas need training, and it is fundamentally important for the government and private sector to work closely together to develop quality training and education facilities, and deliver tourism and hospitality skills training. As part of this process, coordination and cooperation between the government, private sector and development partners is essential to build synergy and strengthen human resource planning and management across the sector.

It is with the intention of meeting these training, education and capacity building needs that the HRDSAP has been prepared, and it is my view that the Strategy is a major contribution to the human resource development of Myanmar's Tourism Industry.

Please continue to share your thoughts and ideas on tourism human resource development in Myanmar with my colleagues and myself at the MOHT. You can contact me through email at mo.moht@mptmail.net.mm

H.E. U Ohn Maung

Union Minister

Ministry of Hotels and Tourism

Republic of the Union of Myanmar

Nay Pyi Taw

Tourism is one of the most important economic activities in the world today. It directly generates services, products, employment and investments. In countries like Myanmar, where tourism is becoming a more and more flourishing service industry, the sector bears an important potential for gainful employment across the society and the country, but especially for young people.

Myanmar possesses great tourist potential and many attractions to be made further accessible in the future. In order for the possibly far-reaching economic and social impact on national development to materialize, human resources for the tourism and hospitality sector are essential.

Luxembourg's Development Cooperation has a solid track record in promoting skills development for tourism globally and in South East Asia, notably in Vietnam and in Lao PDR. We are proud to put the expertise acquired at the disposal of Myanmar.

The Government of the Grand Duchy of Luxembourg, through its Luxembourg Ministry of Foreign and European Affairs is therefore very pleased to support the Government of the Republic of the Union of Myanmar in the development and publication of the strategic plan for human resource development for tourism in Myanmar through its first bilateral project, entitled Development of Human Resources in the Hotel and Tourism Sector and Capacity Development of the Ministry of Hotels and Tourism, or MYA/001.

The Myanmar-Luxembourg cooperation will continue to expand its range of training and capacity development at all levels of the tourism and hospitality sector. On behalf of the Luxembourg Ministry of Foreign and European Affairs I wish to thank all those who participated in the data collection, focus groups and meetings, as well as the Ministry of Hotels and Tourism and the Myanmar Tourism Federation associations who contributed their time and expertise to coordinating and supporting the research which enabled the drafting of the present HRD Strategy and Action Plan.

We look forward to an on-going partnership with the Ministry of Hotels and Tourism and others to enable Myanmar to develop a professional and high quality tourism industry, and we believe that this strategy will lay strong foundations and directions for the future development of the sector, which will greatly contribute to Myanmar's striving economy. However, most importantly it will allow the next generations to fulfil their potential and to seek decent work and gainful employment.

Mr. Claude Jentgen

Chargé d'affaires a.i.,

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Ministry of Foreign and European Affairs

Luxembourg

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ACRONYMS

B2B	Business to Business
B2C	Business to Customer
CSO	Civil Society Organisation
GEN	Gender Equality Network
HCT	Hotel, Catering and Tourism sector
HRD	Human Resources Development
ILO	International Labour Organisation
IPCS	Institute of Peace and Conflict Studies
LuxDev	Luxembourg Development Agency
MCRB	Myanmar Centre for Responsible Business
MDRI	Myanmar Development Resource Institute
MOHT	Ministry of Hotels and Tourism
MTB	Mother Tongue Based
MTF	Myanmar Tourism Federation
MTMP	Myanmar Tourism Master Plan
NSPAW	National Strategic Plan for the Advancement of Women
SME	Small and Medium Sized Enterprise
SWOT	Analysis tool: Strengths, Weaknesses, Opportunities and Threats
UNDP	United Nations Development Programme
UNFPA	United Nations Population Fund
UNWTO	United Nations World Tourism Organisation
US AID	United States Aid
WTTC	World Tourism and Travel Council

Executive summary

This report covers the cross-cutting issues of women and ethnic nationalities, and their respective engagements with Myanmar's tourism industry. Research was undertaken in nine destinations via eleven focus groups and twenty-seven meetings, and input received from over three hundred participants. The destinations included Yangon, Bagan, Ngapali, Nyaung Shwe, Taunggyi, Kyauk Me, Hsipaw, Mawlamyine and Hpa An. Destinations were chosen to represent primary and secondary tourism destinations, different product types, and a range of ethnic nationality viewpoints.

Gender roles in Myanmar are heavily influenced by social, cultural, religious and political norms. These norms have a strong impact on women's education, career and life choices. The tourism sector in Myanmar offers women a respectable and lucrative opportunity for employment, income, career progression and status. Areas of concern include equal pay, labour conditions and percentages of women in leadership and decision-making. Women's engagement with tourism is generally seen as a positive experience, but safeguarding issues exist around the sex industry, together with child protection and their links with the tourism industry.

The diversity of Myanmar's ethnic nationalities provides the country with a unique and diverse cultural tourism offering. There are 135 legally recognised ethnic groups, all with a rich heritage of languages, culture, music, dress and food. However, decades of military rule, politics and internal conflicts have held back tourism development in areas dominated by ethnic nationalities.

For potential and equitable growth to be realised, ethnic nationality participation in leadership and decision-making at both the central and local levels is required. Acknowledgement and encouragement of diversity, coupled with condemnation of discrimination, should be incorporated into the tourism human resource policy.

This report proposes a tourism human resource strategy that should follow the ethics of Myanmar's Responsible Tourism Policy, embracing diversity and equality in order to champion women's equality and all ethnic nationalities in a positive way. A recognition of the existing barriers to equality, and non-discriminatory policies, will be the first step to inclusive development. Participation for all should be encouraged at all levels, without stereotype or discrimination. If the strategy is national in nature, it should aim to positively reflect and embrace the needs of all ethnic nationalities in all destinations, for a wide range of tourism products and opportunities across the tourism value chain. The strategy and its implementation should be flexible enough to encompass the wide variety of stakeholders from the tourism sector.

The general recommendations of this report include the development of gender equality training toolkits and industry awareness programmes to encourage diversity in the industry. Development partner support is requested to support practical programmes, including management, internship and mentorship programmes, that positively support the participation of women and ethnic nationalities. Practical recommendations have been included on the design and delivery of training courses to encourage maximum participation by women and ethnic nationalities.

1. Introduction

The Republic of the Union of Myanmar is undergoing of political, economic and social change. The tourism industry has been identified by the Government of Myanmar (GOM) as one of seven economic pillars to support reform processes, create jobs and stimulate the expansion of the wider economy. The 2013–18 Myanmar Tourism Master Plan (MTMP), produced by the Ministry of Hotels and Tourism (MOHT), sets out a framework for sector expansion and calls for the design of a tourism human resource development strategy to facilitate its implementation.

Tourism is a labour intensive industry, forecast in the MTMP’s high-growth rate scenario to generate over a million new jobs by 2020. Most of these jobs are direct employment in the food and beverage, transport services and accommodation sectors. The industry also generates indirect employment through a wide variety of supply chain activity; in comparable economies, this is roughly equal to the direct employment generated, meaning Myanmar’s tourism industry could generate roughly two million new jobs by 2020.

This report, focusing upon the cross-cutting issues of women and ethnic nationalities in tourism, is one of ten research and training needs assessments taken to underpin the design of a tourism Human Resource Development Strategy and Action Plan (HRDSAP). Given the broad nature of the two subjects, there is crossover on issues within this report and with other research strands that make up the ten sub-sector studies.

1.1. Women in tourism

Hotels, catering and tourism is one of the fastest growing service sectors globally, with an average female participation of 55%.¹ In Myanmar, where the tourism sector is experiencing strong growth in hotel occupancy rates and tourist arrivals,² around 60% of entry-level positions are occupied by women.³ Recent International Labour Organisation (ILO) research on tour guides in Myanmar suggests 49% of the sector is female, whilst the national female population figure is 51.8%.⁴

Figure 1, published in 2015, highlights Myanmar’s population by gender.

Figure 1: The proportion of overall population by sex ratio and state/region⁵

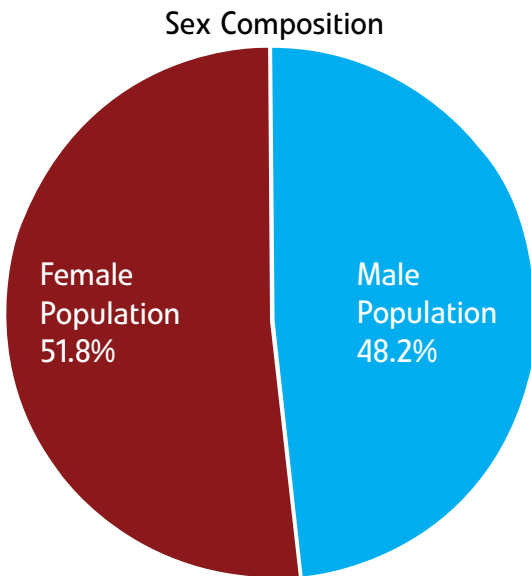


Table 2 . The Propotion of Overall Population by Sex Ratio and State/Region

State/Region	Proportion of overall Population		Sex Ratio
	Male	Female	
Union	48.2	51.8	93
Kachin	51.9	48.1	108
Kayah	50.0	50.0	100
Kayin	49.2	50.8	97
Chin	48.0	52.0	92
Sagaing	47.3	52.7	90
Tanintharyi	49.8	50.2	99
Bago	47.8	52.2	92
Magway	46.4	53.6	87
Mandalay	47.5	52.5	91
Mon	48.1	51.9	93
Rakhine	47.3	52.7	90
Yangon	47.8	52.2	92
Shan	50.0	50.0	100
Ayeyawady	48.7	51.3	95
Nay Pyi Taw	48.8	51.2	95

Source: United Nations Fund for Population (UNFPA) website

The United Nations World Tourism Organisation (UNWTO) 2010 global report⁶ on women in tourism identified sector opportunities for income generation and economic empowerment for women, as well as the current barriers to women’s success. The report highlights five key themes: employment, entrepreneurship, education, leadership, and community.

¹ International perspectives on women and work in hotels, catering and tourism. Baum, T. (2013). Geneva: International Labour Organization. http://www.ilo.org/wcmsp5/groups/public/---dgreports/---gender/documents/publication/wcms_209867.pdf Accessed 3rd February 2016.

² Tourism set for unabated growth. 5th January 2015. E turbo news. <http://www.eturbonews.com/54192/myanmar-tourism-set-unabaed-growth-2015> Accessed 1st March 2016.

³ Responsible Tourism – are development partners doing enough? P. Rogers. 28 July 2014. Myanmar Times.

⁴ Preliminary findings from the ILO STED sectoral needs survey on Tourist Guide. February 2016.

⁵ 2014 census results. UNFPA 2015 <http://countryoffice.unfpa.org/myanmar/census/> Accessed 1st February 2016.

⁶ Global Report on Women in Tourism. UNWTO. 2010. Accessed from <http://www.eunwto.org/doi/book/10.18111/9789284413737> 1st March 2016

UNWTO's key findings included:

- (1) Women make up a large proportion of the formal tourism workforce.
- (2) Women are well-represented in service and clerical level jobs, but poorly represented at professional levels.
- (3) Women in tourism typically earn 10% to 15% less than their male counterparts.
- (4) The tourism sector has almost twice as many women employers as other sectors.
- (5) One in five tourism ministers worldwide are women.
- (6) Women make up a much higher proportion of own-account workers in tourism than in other sectors.
- (7) Women in family tourism businesses are carrying out a large amount of unpaid work.

A 2013 ILO global study on the hotels, catering and tourism sectors found that cultural, social, religious and political factors strongly influence gender participation in the sector. This impacts on jobs undertaken, career progression, and working conditions for women. ILO found that women were over-represented in informal and marginalised areas that are subject to over-exploitation. ILO also highlighted a change in the gender bias of the travelling population: in 2013, it predicted that the percentage of female tourists and travellers will increase, providing implications for gender based recruitment issues globally.⁷

In 2014, Myanmar ranked as 85th out of 187 countries in UNFPA's gender equality ranking.⁸ Myanmar acceded to the UN Convention on the Elimination of Discrimination against Women (CEDAW) in 1997.⁹ This convention should guarantee Myanmar's women equal access to land and other resources, and the 6th draft of the National Land Use Policy is proposing equal rights for men and women with regard to land (Part IX). Indigenous women, however, often face geographic, cultural and language/literacy barriers to land ownership.¹⁰ Land ownership, usage and limited documentation can pose significant due diligence problems for tourism investors, landowners and developers.

Myanmar's National Strategic Plan for the Advancement of Women (NSPAW) 2013–2022 commits to promoting and protecting the rights of women and girls in Myanmar and identifies 12 priority intervention areas, including livelihoods, health, education and the media.¹¹ UNFPA reports that gender inequality exists in legislation, access to economic opportunities and political representation.¹² There is, however, a rising movement of gender empowerment and promotion of gender equality and women's rights through civil society networks and gender organisations. Gender issues in tourism policy are addressed in the Responsible Tourism Policy 2012, MTMP, and the Community Involvement in Tourism Policy 2013.

In 2014 Hanns Siedel and the Myanmar Tourism Federation organised a conference¹³ on women in tourism, the outcome of which determined gender-related priorities for the sector as follows:

- (1) Dealing with sex tourism.
- (2) Delivering conferences, workshops and trainings on gender at grass root levels.
- (3) Curriculum development, which integrates gender equality topics.
- (4) Management training for women in rural areas and other regions, not just Yangon.
- (5) Encouragement of SMEs, especially for female entrepreneurs.
- (6) Monitoring – collecting data on women and tourism, sharing best practice.
- (7) Develop a women's entrepreneur network.
- (8) Capacity building/exchange programmes for women.
- (9) To encourage women into higher positions with MTF.

A 2015 gender study by the Gender Equality Network (GEN) noted that religious, social, political and cultural norms deeply influence gender roles in Myanmar.¹⁴ These norms influence gender participation, society and employment roles as well as education opportunities and health status. Participation in community development and the affairs of the nation are gender influenced. The report also explored how social and cultural norms promote the concepts of different functions and worth for men and women, impacting on life opportunities. Women are highly regarded as

⁷ International Perspectives on Work and Women in Hotels, Catering and Tourism. ILO 2013 http://www.ilo.org/wcmsp5/groups/public/---dgreports/-gender/documents/publication/wcms_209867.pdf Accessed 4th February 2016

⁸ UNFPA Country Profile. <http://www.unfpa.org/about-us>. Accessed 3rd February.

⁹ UN Treaty Collection, Myanmar accession July 1997.

¹⁰ "Linking Women and Land in Myanmar: Recognizing Gender in the National Land Use Policy", Transnational Institute, p 6, February 2015, https://www.tni.org/files/download/tni-nlup-gender_0.pdf.

¹¹ <http://www.lift-fund.org/knowledge-sharing/livelihood-options-women-still-limited-gender-stereotypes-confirm-gender-equality> Accessed 1st February 2016.

¹² UNFPA Country Profile. Gender Equality and Women's Empowerment.

¹³ Conference notes provided by the organisers.

¹⁴ Raising the Curtain: Cultural Norms, Social Practices, and Gender Equality. Gender Equality Network 2015. <https://drive.google.com/file/d/0B5nXCr8tqfaUeE5RcXV6aU1zYm8/view>. Accessed 1st February 2016

'bearers and protectors of culture'. In Myanmar, with so many recent social and political changes, women have been blamed for a perceived change in cultural values. The report states this is a barrier to achieving women's rights and gender equality in Myanmar.

GEN reported that employment and work is gender influenced, with men's work being seen as more valuable. Gender equal pay is guaranteed in the 2008 Constitution, but GEN discovered that unequal wages for men's and women's work are a common occurrence. Gender norms around the economy and work also create barriers to obtaining loans and credit, especially for unmarried or widowed women. Societal pressure also puts marriage, family and childcare before career for many women.

A range of GEN's recommendations for the promotion of gender equality are directly relevant for Myanmar's tourism development.

Relevant education and vocational training recommendations:

- (1) Engagement of both male and female teachers to transform gender norms and stereotypes. Ensure gender awareness is included in teacher training in both formal and non-formal education.
- (2) Review all teaching and learning materials, including textbooks, with a gender lens. Ensure future educational materials do not reinforce stereotypical gender norms but instead address boys, girls, men and women as equally able to participate in all spheres of life, with equal opportunities.
- (3) Challenge gender norms in non-formal education and vocational training by creating environments where everyone is able to choose according to interest or talent.
- (4) Consider both the 'supply' and the 'demand' side, so that choice of vocations that challenge gender norms can be practically applied in the labour market.
- (5) Bring together a broad range of stakeholders, including education practitioners, employers, policy makers and students, for constructive dialogue and programming aiming to challenge gender norms in occupational choices.
- (6) As called for in the NSPAW, ensure that research and surveys are collecting data disaggregated by sex, age, ethnicity, and location.

Relevant economic recommendations:

- (1) Ensure labour laws and policies include provisions of equal opportunities for employment (regardless of sex, gender identity, age or marital status) and equal wages. Provide sanctions for employers who do not live up to these standards.
- (2) Improve labour rights and standards for women in unregulated and secluded work environments, such as karaoke bars, and in domestic work.
- (3) Expand childcare facilities to ensure that women who carry out the majority of reproductive work are not structurally discriminated from participating in the labour market.
- (4) Abolish practices that continue to reproduce the idea of women's work as less valuable than men's work, such as listing women as dependents on family registration cards.
- (5) In the spirit of the National Strategic Plan for the Advancement of Women, holistically review existing and proposed labour regulation. Policy makers, programmers, activists, and unions should address the structural issues that contribute to gender inequality, including norms that result in gendered separation of activities and unequally valuing of tasks.

1.2. Myanmar's ethnic nationalities

Myanmar is a culturally diverse nation, with a multitude of ethnic nationality areas rich in historical, cultural and natural resources. It is estimated that non-Bamar ethnic nationalities comprise 30 to 40% of the population, occupying over 57% of the country's land area.¹⁵ Myanmar's Center for Responsible Business (MCRB) notes that these ethnic minorities live mostly in seven States along the country's borders: these are rich in tourism assets, and provide Myanmar and its ethnic nationalities with significant opportunities for tourism development.¹⁶ A range of issues shape this potential, offering guidance for strategies and actions to unlock it.

The 1982 Myanmar Citizenship Law defines 135 national races, the majority being Bamar, with seven other primary ethnic groups, namely Chin, Kachin, Karenni, Kayin, Mon, Rakhine and Shan. These all have their own distinct languages, customs and religions.¹⁷ A large percentage of ethnic populations live in remote areas, with limited services provided by the government or private sector. Myanmar's cultural and ethnic diversity is a highly complex and politicized issue

¹⁵ 'Access Denied: Land Rights and Ethnic Conflict in Burma' Transnational Institute/ Burma Centrum Netherlands May 2014 Accessed via 'Indigenous People's Rights and Business in Myanmar'. Myanmar Centre of Responsible Business. 2015

¹⁶ Tourism in Ethnic Minority Areas. Bowman and Bansal. 2015. <http://www.myanmar-responsiblebusiness.org/news/tourism-in-ethnic-minority-areas-myanmar.html> Accessed 1st March 2016.

that has been plagued by years of conflict, which in turn has caused limited participation in decision-making at the local and state/regional levels. Desk research across a variety of publications acknowledges that ethnic areas have experienced varying degrees of conflict-related social and environmental impacts. These include predatory resource extraction, landmines, land grabbing, travel limitations for foreigners and a general mistrust of central government policies and actions.^{18,19} In 2013, a report by the Transnational Institute suggested that ethnic minority leaders believe the Burman-dominated central government has instituted a policy of “Burmanisation”, which they claim led to the suppression of ethnic minority cultures, languages and religions, and to ethnic people being treated as “second-class citizens.”²⁰ Whilst these challenging issues are still being debated with the aim of national reconciliation, it is clear that efforts to develop tourism at the local level need to be mindful of a range of site-specific factors.

Poverty is another specific issue likely to influence approaches to tourism development. The United Nations Development Programme’s website reports that 26% of Myanmar’s population live below the poverty line, and notes that poverty is twice as high in the rural areas where 70% of the population live.²¹ UNDP also notes that the remote border areas mainly populated by minority ethnic groups are particularly poor and often affected by conflict. A 2013 article by the Myanmar Development Resource Institute (MDRI) highlighted the relationship between poverty, ethnicity and conflict areas, and illustrated that poverty in Chin State is almost three times the national average. The report concluded that a vicious cycle exists whereby conflict holds back development and under-development feeds a sense of relative deprivation.²²

In summary, while MOHT’s MTMP and Responsible Tourism Policy both emphasise the potential for positive relationships between tourism and poverty reduction, and for benefits to be directed towards marginalised groups, the issues documented above suggest the climate for developing responsible tourism in ethnic areas is complex and challenging. Mindful of this, the MCRB’s 2014 tourism impact assessment suggests the development and division of tourism revenues in ethnic minority areas could have impacts on conflict dynamics, both positive and negative. Looking ahead, MCRB advocates a human rights based approach to developing tourism. MCRB provides industry advice, sector analysis and bilingual toolkits to encourage stakeholders to adopt a more responsible approach. An example of this includes a list of 18 steps and recommendations for those doing business with indigenous people or undertaking tourism development in areas important to ethnic nationalities.²³ The recommendations, embracing a range of socio-cultural, environmental and economic criteria, are included in full as Annex A.

1.3. Methodology

While desk research provided background and contextual information on both issues, focus group and one-to-one meetings were adopted as the primary research method to investigate human resource development and training issues as they relate to women and ethnic national involvement in the tourism sector. Qualitative information was collected from the nine destinations set out in Table 1 via 11 focus groups and 27 one-to-one meetings. Destinations were selected to represent primary and emerging destinations, different product types, and a range of ethnic nationality viewpoints.

Table 1: Field research by destination and number of participants

Series	Destination	Dates	Number of research participants
1	Yangon	09.12.15	22
2	Bagan	11.12.15	24
3	Ngapali	14.12.15	20
4	Taungyyi	17.12.15	1
5	Nyaung Shwe	18.12.15	25
6	Kyauk Me	21.01.15	5
7	Hsipaw	22.01.15	36
8	Mawlamyine	26.01.16	11
9	Hpa An	27.01.16	6
	Total		149

¹⁷ ‘Indigenous People’s Rights and Business in Myanmar’. Myanmar Centre of Responsible Business. 2015

¹⁸ Development, natural resources and conflict in Myanmar 13 June 2013. Anders Engvall, SSE and Soe Nandar Linn, MDRI-CE. Tourism in Ethnic Minority Areas. Bowman and Bansal. 2015. <http://www.myanmar-responsiblebusiness.org/news/tourism-in-ethnic-minority-areas-myanmar.html> Accessed 1st March 2016.

¹⁹ Land Grabbing is big business. Asia Times Online. March 18th 2013. http://www.atimes.com/atimes/Southeast_Asia/SEA-01-080313.html. Indigenous People’s Rights and Business in Myanmar’. Myanmar Centre of Responsible Business. 2015 & Myanmar Tourism Impact Assessment Tourism Sector. Myanmar Centre for Responsible Business. 2015. <http://www.myanmar-responsiblebusiness.org/swia/tourism.html> Accessed 1st February 2016.

²⁰ For detailed discussion of these issues refer to ‘Transnational Institute/Burma Centrum Netherlands Reports’ from 2011 to 2013. Accessed from Indigenous People’s Rights and Business in Myanmar’. Myanmar Centre of Responsible Business. 2015

²¹ www.mm.undp.org Accessed 1st March 2016

²² Development, natural resources and conflict in Myanmar. 13 June 2013. Anders Engvall, SSE and Soe Nandar Linn, MDRI-CE <http://www.eastasiaforum.org/2013/06/13/development-natural-resources-and-conflict-in-myanmar/> Accessed 1st March 2016.

²³ Indigenous People’s Rights and Business in Myanmar. Briefing Paper. Myanmar Centre Responsible Business. December 2015

A list of meeting participants is included as Annex B. The participants reflected a wide variety of stakeholders, including MOHT representatives, trade associations, cultural associations, development agencies, hoteliers, ballooning companies, restaurant owners, tour guides, tour operators, trekking guides, handicraft producers and retailers, and women's empowerment and development groups. There was representation across management and employee levels, including owners, general managers, supervisors, general employees and entrepreneurs. Input was received from over three hundred participants. Female participants included hotel general managers, human resource managers, front office supervisors and receptionists, tour and trekking guides, travel agents, women entrepreneurs (shop owners, spa and massage owners and providers, souvenir sellers, restaurateurs and handicraft producers) and MOHT representatives. Representatives from local women's Civil Society Organisations, women's groups and social enterprises were also in attendance.

The meeting discussion topics were sent to participants in advance (see Annexes C and D). MOHT, LuxDev, the Myanmar Tourism Federation (MTF) and the opening focus group meeting in Yangon all provided a target participant list. Focus group invitations and discussion briefs were delivered in both English and Myanmar language, and Myanmar translators were used to run the focus groups in both Myanmar language and English. In Mon State, a local translator facilitated interviews in Mon language.

To engage women in an environment where sensitive issues could be openly discussed, women-only focus groups were encouraged. In Hpa An and Mawlamyine, ethnic and women's issues were discussed on a one to one basis on the recommendation of the local consultant and informant. In the other areas, advice was sought on choice of language use and group discussion methodology.

2. Situational analysis

2.1. Women

During the eleven focus groups, there was limited open discussion on the topic of gender discrimination and inequality in tourism. The majority of focus group participants (both male and female) said that Myanmar is an equal society, with no gender distinctions in education or work. This view was, however, challenged by the meetings in Mawlamyine and Hpa An. Desk research also provides views that inequality exists in Myanmar's society. Two notable sources include Daw Aung San Suu Kyi and the Gender Equality Network (GEN) 2015 Report. Daw Aung San Suu Kyi has observed that:

"Many people say that Burmese women are perfectly equal in society – it's not true. Women are underrepresented in the government."²⁴

Secondly, while the GEN 2015 cited above concurs that gender discrimination is not acknowledged, it goes on to state that it does exist. 'Raising the Curtain' explains that there are two key issues when discussing gender in Myanmar. The first is a failure to acknowledge or notice gender inequality. Secondly, when inequality is raised, there is a tendency to justify gender-based differences with cultural and religious arguments.

"Whenever we talk about gender inequality, people say that we have no problem with gender issues. In my opinion, the problem is there because people are not seeing the problem as a problem. This is the most difficult problem, because they are not seeing issues or problems as a problem. So how can we solve this problem? This is of most concern for me. And another thing is even if people are seeing inequality between women and men within society, they usually use culture and religion as excuses: 'It is not inequality, this is about our culture. This is our religious practice or this is our social practice'." – Senior women's leader interviewed for 'Raising the Curtain'.²⁵

The report supports this analysis, with the view that limited access to information and institutional discouragement of critical thinking, coupled with a forceful official discourse of women's traditionally high status, have contributed to minimal debate around gender norms and inequality in the country.²⁶

2.1.1. Education

The education system in relation to gender issues was discussed in all destinations. Although there was no recognition of gender discrimination in any destination, it was noted that university entrance scores are lower for males than females. It was also recognised by the majority of participants that critical thinking is not a skill that has been encouraged or taught in schools. This, coupled with an outdated rote learning style, has had wide-reaching impacts on the skills and capabilities of the national workforce, including women.

Access to tertiary level education was acknowledged as being difficult for most women in most locations due to the expense and the need to travel and stay in other locations. Women are restricted by their need for trusted accommodation choices, such as staying with family or friends. University courses in Sittwe also clash with the high season in Ngapali, restricting the attendance of tourism workers.

2.1.2. Employment

In all meetings, the type and level of jobs that women undertake was discussed. It was initially felt there was no discrimination, but after some discussion came the acknowledgement that certain manual and shift jobs are done by men. In all destinations, focus group attendees included women at supervisory and management levels in the hospitality sector. Many women in the groups were graduates.

All groups recognised that hotel work has historically carried reputational risk for women workers. The groups concluded that times have changed, and hotels are now seen as a good career choice for women with opportunity to progress. The majority of attendees believed that women can access jobs in the hotel sector, at all levels, without discrimination. Women in the groups thought 'on-the-job training' assisted their career progression, saving them from reliance on tertiary education. Travel agencies were also recognised as good career opportunities for women, providing career progression and opportunities.

²⁴ 'Burma's women are still fighting for their rights. W. Moe. Foreign Policy. 2nd July 2015. <http://foreignpolicy.com/2015/07/02/burmas-women-are-still-fighting-for-their-rights-myanmar/> Accessed 1st March 2016.

²⁵ Raising the Curtain: Cultural Norms, Social Practices, and Gender Equality. Gender Equality Network 2015. <https://drive.google.com/file/d/0B5nXCr8tqfaUeE5RcXV6aU1zYm8/view>. Accessed 1st February 2016

²⁶ Raising the Curtain: Cultural Norms, Social Practices, and Gender Equality. Gender Equality Network 2015. <https://drive.google.com/file/d/0B5nXCr8tqfaUeE5RcXV6aU1zYm8/view>. Accessed 1st February 2016

All senior MOHT officials attending the focus group meetings were male. When the MOHT attendees were asked about local tourism leadership and administration, it was stated that women are employed by ministry offices without discrimination but they are not represented in the most senior positions. The exception was Bagan, where it was said that women are well-represented at both the local and state-level leadership across many ministries and associations.

Reported challenges²⁷ for women in the workplace include documented pay inequality and limited provision of maternity leave. This is despite stipulations in the 2008 Constitution that cover gender equality, including one for equal pay for women undertaking equal work.²⁸

While Myanmar has extended maternity leave protection in the public sector for up to six months as recommended by the International Labour Organization, maternity leave in the private sector is still only protected for 12 weeks.²⁹ In January this year, Telenor implemented six-month paid maternity leave as a minimum standard across its 13 markets, including Myanmar. This move was a bid to encourage diversity and develop more female leadership: Telenor Group recognized that women often decide to leave the workforce to have children, and internal Telenor surveys reveal that some don't return, resulting in lost leadership opportunities and staff turnover.³⁰ Gender-related pay inequality was discussed at all groups. Most groups thought pay inequality was not evident in their sector: however, there was acknowledgement that pay inequality existed in the trekking guide sector.³¹

Recruitment processes were discussed in the focus groups, and there was acknowledgement that job adverts are commonly advertised with specific age limits, specific gender requests and sometimes requested visual appearances (e.g. attractive). Airlines and hotel receptionists were specifically mentioned as sectors that recruit based on visual attributes for women applicants.

Childcare and family responsibilities were discussed in relation to women's career progression once they had had children. In all destinations, it was felt that major influences were dominated by socio-economic factors rather than gender issues. The availability of safe childcare, which is generally provided by the extended family, is deemed very important for working mothers. The discussions determined that usually the responsibility lay with the mother to arrange childcare. For workers with economic means and childcare support, the continuation of a job, career progression, and further education are all deemed possible. The majority of the hotels represented at the focus group meetings stated that shifts and duties are flexible for women who are pregnant or breastfeeding and for those with childcare duties.

There was a trend in the focus groups where the primary destinations had a higher percentage of representation by established corporate businesses, larger hotel chains, and multinationals. This revealed that larger, more established businesses provided contracts and were aware of labour laws. However, in secondary, less developed destinations, the representation of business was dominated by smaller MSMEs and family-run businesses. Within this second group there was a more informal approach to business and staff relations; the need to provide contracts did not seem essential or important. In these areas, labour terms and conditions are determined by individual business needs rather than employee rights or regulations. This has an impact for women in secondary destinations, where labour rights are likely compromised in terms of pay equality and maternity leave.

2.1.3. Leadership

Women interviewed in the Mon and Kayin States challenged the views expressed in other focus groups that inequality does not exist. Women in these interviews felt their lives were being constrained by society and cultural norms.³² Mon State is home to an active women's empowerment movement that is encouraging more women to be involved in leadership, decision-making and the peace process. Their current work focuses on encouraging more women to become village heads, but initial applications are facing gender discrimination.³³ This recent awakening of gender empowerment in Mon and Kayin is part of a rising movement of women's networks across Myanmar that are working towards improving women's rights through empowerment and representation in leadership and the peace process.

²⁷ Interview with Care International. Yangon 16.12.15 and Burma's women are still fighting for their rights. Foreign Policy. 2nd July 2015. <http://foreignpolicy.com/2015/07/02/burmas-women-are-still-fighting-for-their-rights-myanmar/> Accessed 1st March 2016.

²⁸ W. Moe . Burma's women are still fighting for their rights. Foreign Policy. 2nd July 2015. <http://foreignpolicy.com/2015/07/02/burmas-women-are-still-fighting-for-their-rights-myanmar/>

²⁹ Alive and Thrive.org . <http://aliveandthrive.org/wp-content/uploads/2016/01/Myanmar-CONB-brief-Jan-2016.pdf> Accessed March 1st 2016.

³⁰ Telenor Adopts Global 6-Month Paid Maternity Leave Policy region: Aung Phyo 12 October, 2015 Myanmar Business Today. <http://www.mmbiztoday.com/articles/telenor-adopts-global-6-month-paid-maternity-leave-policy> Accessed 1st March 2016.

³¹ Hsipaw Trekking Guide Focus Group. 22.01.16

³² Mon State interviews with women's groups

³³ Mon State interviews with women's groups.

2.1.4. Safeguarding

Focus group discussions highlighted a relationship between the sex industry and tourism, which participants feel increases the demand for sex-related services. A highly sensitive discussion developed in one meeting regarding localised cases of village children having inappropriate contact with foreigners at a beach resort. There was real concern that the local communities urgently needed tourism awareness and child protection training. Anecdotal evidence put forward in all destinations, except Bagan, confirms more research is required into the extent of possible linkages between tourism and the sex industry to determine the impact of tourism growth on marginalised communities.

Ngapali, Bagan, Inle and Hsipaw groups all listed child protection, social protection, income alternatives and flexible education systems as key priorities for their areas. Bagan and the trekking destinations had seen incidences of child begging and children selling goods to earn income, and the women's groups and civil societies working in these areas wanted solutions to these emotive issues.

Whilst not specifically gender-related, there were important labour rights issues discussed relating to health screening. This is a standard procedure in developing countries for employees in the hospitality industry, but there was anecdotal evidence that in Ngapali³⁴ it was highly unregulated with a lack of ethical procedures in place. On a positive note, one hotel group in the Inle region was providing health and sex education for female staff despite disapproval from conservative communities.

2.1.5. Training needs

Women in the gender-related focus groups were asked what their training needs were. These were their most common requests:

- (1) Language training, especially in English, French, Italian, Spanish, Korean, Chinese and Japanese
- (2) Confidence training
- (3) Leadership skills
- (4) Hygiene training across the sector, including stakeholders involved in the food and beverage value chain
- (5) Hospitality training (food and beverage, housekeeping, accounting, management, tourism awareness, customer service and confidence skills)
- (6) Supervisor and management-level hospitality training
- (7) Access to markets, finance, business skills, improved technology and improved designs and innovation

Table 2: SWOT analysis of women's engagement in Myanmar tourism

Strengths	Weaknesses
<p>Tourism sector is experiencing unparalleled growth. Presents women with income and employment opportunities at all levels, across all sub-sectors.</p> <p>Women's engagement and protection is positively supported by Myanmar's tourism policy, legal and regulatory environment.</p> <p>A growing number of empowerment and civil society groups are promoting women's rights and gender equality.</p>	<p>Lack of data (profiling pay, employment ratios, decision-making roles, etc.)</p> <p>Gender based pay inequality exists, e.g. in the trekking and tour guide sector.</p> <p>Gender job stereotypes.</p> <p>Tourism linkages to the sex industry</p> <p>Social, cultural and religious norms impact on career choice and career progression.</p> <p>Women's groups working on empowerment, leadership and equality are derided and marginalised by some influential groups and decision-makers.</p>
Opportunities	Threats
<p>Indirect benefits include improved training, health and education opportunities.</p> <p>Hospitality and tour operations provide women with career progression.</p> <p>Improved status in family and society with increased earnings.</p> <p>Myanmar women in business, tourism, society and leadership can provide strong role models (e.g. Daw Aung San Suu Kyi and Yin Myo Suu (Inle Princess)).</p>	<p>Entrenched cultural and societal norms allow gender inequality without being questioned or criticised.</p> <p>Cheap imports compete with local handicrafts (women producers).</p> <p>Commodification of women (ethnic and sex trade).</p> <p>Sex industry.</p>

³⁴ Ngapali interviews with hospitality industry stakeholders. December 2015.

2.2. Ethnic nationalities

The website for the Institute of Peace and Conflict Studies (IPCS) notes that the main demands of Myanmar's ethnic groups include greater autonomy and acceptance of their cultural and religious identity, so these should underpin their integration into Myanmar's development arena.³⁵ These demands mirrored findings from focus group and meeting discussions around ethnic nationality engagement in the tourism sector.

2.2.1. Leadership and decision-making

Focus groups outside of Yangon and Bagan discussed the need for destinations and their respective ethnic groups to have increased representation in leadership and more participation in decision-making. It was asserted that increased participation in destination management and decision-making would strengthen their ability to influence and shape positive change.

There were strong recurrent messages across all meetings that the current destination planning and management is inadequate, which is causing a plethora of negative impacts on local stakeholders, many of them ethnic nationalities. Examples were cited of tourism-related cases concerning land rights, land grabbing, and negative impacts arising from inadequate waste management and ineffective or non-existent resource management. This is consistent with wider reporting on the tourism sector,³⁶ and negative environmental impacts are being felt in all destinations. Stronger destination management, undertaken in an inclusive and participatory framework, was called for during the focus group discussions and would be viewed as a positive step towards responsible tourism development as prescribed in the Responsible Tourism Policy 2012. See Annex E for additional discussion of this issue.

2.2.2. Education

Control of the education system and the reduction of education in ethnic languages has caused conflict in the ethnic areas. Language and education issues were a key discussion point in focus groups outside of Yangon and Bagan. The importance of communication with tourists and stakeholders was deemed critical by focus group participants. Opportunities to learn English are hampered for some ethnic groups due to the requirement to learn English through Myanmar, their second language.

Mother Tongue-Based (MTB) teaching means introducing children to education using their first language (or 'mother tongue') as the medium of instruction, at least in the early years. An article³⁷ by leading academic Dr Ashley South explains that schooling in ethnic mother tongues is valuable in a multi-ethnic country such as Myanmar, for both educational reasons (because non-Myanmar-speaking children make better progress in school if taught in their mother tongue), and political reasons (because of the strong link between using ethnic languages and pride in, and maintenance of, ethnic identity). There is a change being made to this educational area with a pilot programme of Mon language lessons being taught in school during January 2016. Dr South concludes the article by stating: "A sustainable resolution to Burma's long-standing ethnic conflicts will be difficult to achieve without educational reform that addresses the right language policies. These issues have significant implications in terms of the financial and human resources required, and ultimately need to be worked out during structured, multi-stakeholder political dialogue." Appropriate use of MTB language in policy, development programmes and trainings should not be underestimated when looking to develop tourism and human resources within the ethnic areas.

2.2.3. Access to local resources

A major issue raised in the Ngapali meetings related to restricted beach access for souvenir and fruit sellers. The beach zone is a highly controlled area, and according to the focus group discussion only a small group of souvenir sellers are allowed access. The beach-based restaurant zone was also reported to be highly controlled and managed with high entry costs. Local communities believe they are being restricted from using local resources and having access to the tourism value chain.

³⁵ Myanmar's divide: The parallel struggle. M. Chaturvedi. <http://www.ipcs.org/special-report/myanmar/myanmars-ethnic-divide-the-parallel-struggle-131.html> Accessed 1st March 2016.

³⁶ Myanmar Tourism Impact Assessment Tourism Sector. Myanmar Centre for Responsible Business. 2015. <http://www.myanmar-responsiblebusiness.org/swia/tourism.html> Accessed 1st February 2016.

³⁷ Ethnic Education and Mother Tongue Based Teaching. A. South & M Lall. October 2015. DVB <http://www.dvb.no/analysis/ethnic-education-political-transition-and-the-peace-process-in-burma-myanmar/58229> Accessed 1st March 2016.

2.2.4. Grassroots development

Focus group discussions suggest there are untapped opportunities to develop day trips, cultural excursions and adventure products in each destination. Such products offer grassroots access to the tourism value chain and allow local stakeholders to build on their local knowledge advantage. However participants also identified barriers to tourism development for community-based tourism projects that capitalise on culture and ethnic diversity. These include: complex approval and permit procedures; limited access to funding to initiate projects and investments; lack of tourism awareness and knowledge of the tourism industry; lack of business development and negotiation skills; community mistrust of authorities, and poor knowledge of how to access government and other stakeholder decision-making and discussion channels.³⁸

To help promote a diverse multi-ethnic product base that celebrates the nation's cultural wealth, the HRDSAP should aim to develop a nationwide labour force with management skills and experience that are not simply imparted through a Yangon/Nay Pyi Daw-centric approach. Rather, empowerment of ethnic nationalities and grassroots tourism requires alternative approaches to human resource development. The use of ethnic languages in trainings, confidence building, access to tourism awareness seminars, and improved access to vocational training and further education would all be features of a framework to facilitate positive change.

2.2.5. Homestays and bed & breakfasts

This grassroots sector offers opportunities to provide ethnic nationality communities with income and employment. However, homestays are currently illegal and bed & breakfast approval has only recently been granted to a small number of projects. Discussions around community businesses were had in all focus groups. It was found that approval, permits and licensing for bed & breakfast are all seen as complex and unclear processes. In some cases, decision-making and approval appears to have occurred at the ministerial level. While this is arguably an unsustainable approach for rolling out community-based tourism projects on a national scale, there are a small but growing number of development partner projects being piloted with the support of MOHT and the private sector that are promoting cultural and community-based tourism products. Nevertheless, focus group discussions highlighted tensions where permission had been granted in some locations but not others.³⁹ A recent workshop⁴⁰ on the Action Aid community-based tourism project provided valuable lessons learned when setting up community based tourism projects, namely:

- (1) The community should take ownership of the initiative, determining the direction and management of the project.
- (2) Private sector engagement is essential to address tourist needs and deliver access to market.
- (3) Government relationships are critical as this project had ministerial endorsement.

For community-based tourism projects to be a successful and positive experience, careful planning, management and training were deemed essential from the research findings. The key skills required include language and business vocabulary, hygiene, tourism awareness, customer service, and technical skills such as waste and water management.

2.2.6. Handicrafts, souvenirs, food and beverage production

This sector can offer a positive, lucrative engagement with the tourism value chain for ethnic nationalities. Handicrafts, souvenirs and packaged foods, for example, can all offer a showcase for cultural and regional products while providing pride in their culture. Market opportunities can be offered through both export and tourists. Production is often on a cottage industry basis, but one that also offers ethnic women an opportunity to produce goods in their homes. Major issues in this sector include finding access to market, poor business skills, inefficient production techniques, lack of technology, and lack of design and innovation.

2.2.7. Ethnic imagery and tourism marketing

Tourism Transparency's 'Do's and Don'ts' education booklet for tourism behaviour is an excellent promotion of responsible tourism behaviour. However, it is not fully representative of Myanmar's diverse ethnicity, religions and cultures. The focus groups felt that the concept was good but the content required updating to reflect all religions, ethnicities and languages. Tourism imagery using long necked women from the Pudaung group is also thought to commodify these women and their culture. The current use and promotion of these women as a tourism product in the Inle area does little to provide a meaningful cultural exchange, aid understanding of the meaning behind the tradition of wearing the rings, or provide an equitable relationship between the women and the tourist.

³⁸ Focus group discussions and interviews in Inle, Hsipaw, Mawlamyine, Hpa An, Kyauk Me and Ngapali.

³⁹ Inle and Yangon focus groups. December 2015.

⁴⁰ Action Aid and MOHT review of the Myaing, Bagan Community Tourism Project. Yangon. Public forum. 04.02.16

2.2.8. Training needs

The focus groups were asked to identify training needs related to ethnic groups and local community development. The most requested needs included the following:

- (1) Tourism language skills, with English being the priority.
- (2) Improved methods of learning English direct from ethnic languages, rather than having to learn English through Myanmar.
- (3) Ways to access the tourism market, including business development skills and tools.
- (4) Ways to develop, manage and market tourism products based on their community and cultural offerings.
- (5) Training by Myanmar trainers in relevant Myanmar languages.
- (6) Ways for existing business and grassroots tourism players to develop local tourism experiences that provide income and employment opportunities for women, local communities and ethnic nationalities. There is a myriad of opportunities to showcase local life and natural areas through soft and hard adventure and special interest tours. Development of new tourism products, including day trips, touring and special interests, would benefit from the following skills:
 - Innovation and creativity
 - Business planning
 - Accessing finance
 - General business skills, including marketing, pricing, profit and loss, and stock management
 - Language and communication skills
 - Business development, access to market, B2B, B2C, branding, marketing, and use of social media
 - Customer service
 - Tourism awareness by source market characteristics
 - Navigating permits, licensing and regulations
 - Technical skills and knowledge (adventure and special interest products)

Table 3: SWOT analysis of ethnic nationalities' engagement in Myanmar tourism

Strengths	Weaknesses
<p>Tourism sector experiencing unparalleled growth, with high interest in cultural and ethnic products.</p> <p>Cultural diversity increases a destination's unique selling points.</p> <p>Ethnic engagement and protection is positively supported in Myanmar's tourism policy and planning environment.</p> <p>High media interest in ethnic tourism.</p> <p>Tourism brings infrastructure improvements.</p> <p>Tourists interested in cultural tourism are usually very respectful.</p>	<p>Ethnic nationality languages marginalised.</p> <p>Conflict and security issues.</p> <p>Homestays are illegal and bed & breakfast development is currently restricted by unclear permission and administrative procedures at the central government level.</p> <p>Census data on ethnicity has not been released due to political and social tensions and sensitivities.</p> <p>The education system has historically been severely limited in diversity.</p>
Opportunities	Threats
<p>Access to income and employment for ethnic nationalities through a wide range supply chain activity.</p> <p>Can slow down emigration from rural areas.</p> <p>Provides a platform to showcase and promote ethnic diversity through celebrating traditions, regional foods, language, music, costume, history, heritage and folklore. To develop cultural festivals.</p> <p>Promotion of community-based tourism provides opportunities for village level engagement with ethnic nationalities and cultural exchange.</p>	<p>Excessive tourism leakages from CBT excursions.</p> <p>Exploitation of ethnic people and groups, without compensation or equity stakes.</p> <p>Commodification of culture.</p> <p>Tourism can cause negative social, economic and environmental impacts on a community.</p> <p>Increased tourism earnings in a rural or remote community can induce friction, jealousy and disharmony.</p>

3. Recommendations

This report proposes that the HRDSAP should follow the ethics and approach of Myanmar's 2012 Responsible Tourism Policy. A responsible tourism approach includes embracing diversity and equality, which means the strategy should both champion women's and ethnic nationalities' equality and equity. Recognition of barriers to equality and non-discriminatory behaviour should be the first steps to an inclusive strategy. Participation for all should be encouraged at all levels, without stereotype or discrimination. If the strategy is national in nature, it should aim to positively reflect and embrace the needs of all ethnic nationalities, in all destinations, for a wide range of tourism products and opportunities across the tourism value chain. The strategy and implementation should be flexible enough to encompass the myriad of stakeholders that can potentially be engaged in the tourism sector. A recognition should exist in the strategy that some stakeholders may be in conflict with the military or government but still have a high degree of control and influence in certain destinations, including ethnic armed groups, ethnic leaders, religious leaders, civil society and local businesses.

3.1. General recommendations

- (1) Acknowledge, promote and implement the relevant recommendations made by GEN as shown in Section 1.1. The key recommendations directly relevant to the HRD strategy include:
 - Engagement of male and female teachers to transform gender norms and stereotypes. Ensure gender awareness is included in teacher training in both formal and non-formal education.
 - Review all teaching and learning materials, including textbooks, with a gender lens. Ensure future educational materials do not reinforce stereotypical gender norms but instead address boys, girls, men and women as equally able to participate in all spheres of life, with equal opportunities.
 - Challenge gender norms in non-formal education and vocational training by creating environments where everyone is able to choose according to interest or talent.
 - As called for in the NSPAW, ensure that research and surveys are collecting data disaggregated by sex, age, ethnicity, and location.
 - Ensure labour laws and policies include provisions of equal opportunities for employment (regardless of sex, gender identity, age or marital status) and equal wages. Provide sanctions for employers who do not live up to these standards.
 - Improve labour rights and standards for women in unregulated and secluded work environments such as karaoke bars and in domestic work.
- (2) Encourage policy makers, trainers and respective industries to be aware of the MCRB recommendations of responsible business behaviours in relation to tourism development in ethnic nationality areas, as documented in Annex A.
- (3) Mainstream gender equality throughout the HRDSAP, and include reference ILO best practice and toolkits.⁴¹
- (4) Include and reference best practice programmes to embrace ethnic diversity in the workplace throughout the HRD strategy.⁴²
- (5) Develop toolkits and training programmes that deliver a conflict-sensitive approach to HRD and business development in ethnic areas. The 'Do No Harm' approach is a good framework to consider.⁴³
- (6) Development of training kits that encourage gender-awareness, gender equality and anti-discrimination against ethnic and religious diversity in the workplace. These should be distributed and promoted through partnership with relevant civil society and tourism related trade associations.
- (7) Encourage development partners to design and deliver training programmes and toolkits that specifically enable women and ethnic nationalities to improve their participation in destination planning and tourism decision-making, and to develop skills to become future tourism leaders.
- (8) Through development partner programmes, encourage scholarship and sponsorship programmes to promote tourism-related tertiary education for women and ethnic nationalities.

⁴¹ Gender mainstreaming strategies in decent work promotion: programming tools; GEMS toolkit / ILO Regional Office for Asia and the Pacific. Bangkok: ILO, 2010.

⁴² ILO examples and toolkits can be found at <http://www.itcilo.org/en/areas-of-expertise/gender-equality-and-diversity> Accessed 2nd March 2016.

⁴³ http://www.globalprotectioncluster.org/_assets/files/aors/mainstreaming/CLP_Do_No_Harm_Handbook_2004_EN.pdf

- (9) Encourage the development of management, internship and mentorship training programmes that positively support places for women and ethnic groups. Potential partners include Myanmar tourism related corporations, multinational corporations and hotel chains, hospitality training schools and the tourism-related trade associations.
- (10) Develop a training programme that promotes understanding and delivers practical training applications to support integrated local destination management. This programme should be accessible to a variety of stakeholders, including central government, state governments, municipal level management, the private sector and civil society. Toolkits and training programmes should address a wide variety of issues, including land planning and use, appropriate construction, traffic and transport management, and waste and resource management. USAID has developed a good example of this for other markets.⁴⁴
- (11) Acknowledge the training requests made by the research participants. Encourage donors, the government and NGOs to provide relevant training programmes and toolkits that meet beneficiary needs. Top requests included:
 - Language training: the most desired language is English. Conversational practice and relevant vocabulary are priorities.
 - Computer skills for office and hotel-based participants.
 - Business skills, predominantly access to the market and how to access finance.
 - Tourism awareness and confidence building, for women and ethnic groups.
 - Customer service and dealing with complaints.
 - Hygiene.
 - Critical thinking skills.
 - Destination management.
 - Environmental protection.

3.2. Practical recommendations for designing training programmes

- (1) Gender equality and diversity should be reflected in the training programme content. Ensure that text, tone, photos, case studies and illustrations do not engage in gender or ethnic discrimination or stereotyping. Positive promotion of ethnic nationalities and women engaged in tourism should be showcased through examples, case studies and learning exercises.
- (2) Ensure all religions, cultures and ethnic regions are represented appropriately in the training material.
- (3) Time and budget should be allocated to ensure core materials are delivered in key ethnic languages. These languages should be determined with further consultation. This is especially important in secondary tourism destinations where non-Bamar ethnic nationalities are dominant.
- (4) Focus group findings strongly suggested that training sessions should be organised and implemented during the low tourism season.
- (5) Online distribution has the ability to provide a range of open-access toolkits:
 - A dedicated marketing budget should be allocated with the launch of the tools to ensure nationwide awareness.
 - Linkages to training tools should be available through stakeholder websites (MOHT, tourism and MSME Associations, Myanmar Tourism Federation, British Council, American Centre, Goethe Institute).
 - File size and download speeds should be considered at the design stage.
 - Multilingual options should be available (consider ethnic languages and source market languages where appropriate, i.e. tour guide training in key source market languages).
- (6) Modular training courses, via distance learning materials, that can be studied over a period of time can provide opportunities for study that fit in with work/family lives, especially for women with family care duties.
- (7) CDs/DVDs should be considered for areas that have limited Internet coverage or where trainees find connection and downloads expensive. Training videos/DVDs offer the opportunity of using subtitles and dubbing for multilingual offerings.
- (8) Employ practical, interactive training methods using mobile training units and professional trainers who have undergone gender and ethnic sensitivity training awareness.

⁴⁴ Tourism Destination Management. https://www.usaid.gov/sites/default/files/documents/2151/DMOworkbook_130318.pdf Accessed 1st March 2016.

- (9) Consider what expenses are involved for attendees. These may include travel, accommodation, meal and daily allowances. There are other considerations, such as managing time away from home/work and finding assured alternative child/parent care. The length and destination of training programmes should be considered carefully to meet the market needs.
- (10) Physical attendance courses should be designed to encourage maximum attendance of the target audience, i.e. at a time that suits the trainee, rather than the institution. Courses could be held outside of standard working hours, scheduled for mornings or afternoons only, or after 5 p.m. or at weekends. Courses should encourage both genders to attend by not excluding one or the other due to timings of the course.

Annex A: MCRB recommendations

Companies seeking to operate in areas of Myanmar in where indigenous peoples may be present, or from which they have been displaced as a result of conflict or violence should:

1. Identify the different ethnic nationalities present in the area, including those who will be directly impacted.
2. Seek expert advice about the current situation and any drivers of conflict. This should include the possibility of their own business contributing to conflict or tension.
3. Employ qualified experts to research the social characteristics and dynamics of different ethnic nationalities; pair international experts with local consultants or academics to build capacity.
4. Subject to such engagement not placing the communities concerned at risk (which in turn should raise alarm bells about the wider investment climate and risks to human rights), directly consult with those indigenous and all other ethnically distinct communities about their concerns and possible fears that company activities will increase tensions in their areas.
5. Adopt a human rights based approach, to ensure individuals are not put at risk, and that women's voices are heard in these consultations, and communities are able to express themselves in local languages.
6. Ensure that the social and ethnic background of local consultants and liaison officers is such that they will be able to obtain the trust of the community, and report without bias on its concerns. Particular care should be taken with using Bamar urban and educated researchers, who may not be able to connect with the community's concerns, particularly if they have not been appropriately trained.
7. Research local governance, including any parallel land or other administrative systems (e.g. national or local government, and non-state armed groups (NSAGs).
8. Conduct enhanced due diligence on land ownership and legacy issues
9. Make readily available factual information online and on paper about the nature of the company's activities. Do not rely on government information channels.
10. Engage openly with all potentially impacted communities and interested stakeholders, not only indigenous communities. An even-handed approach to consultation can help mitigate and reduce the risk of tensions between indigenous and non-indigenous groups living in the same project area. However separate consultations may be necessary to ensure all voices are heard, and also for language reasons.
11. Provide accurate and timely information about the company's approach, including written information several weeks in advance
12. Do not solely use local government offices to disseminate information, reports etc.
13. Minimise the involvement of local authorities, including in the selection of participants or locations for consultation.
14. Use appropriate and non-technical language, visual aids and models.
15. Undertake several rounds of consultations to ensure participants have the opportunity to reflect on information before they ask questions or make recommendations or comments.
16. Ensure disclosure and publication of all impact assessments, management plans etc. and that these are known to impacted communities.
17. Ensure that security forces are not present during consultations, impact assessments etc. This may require prior discussion with the government to reinforce the importance of this, as well as monitoring of the security presence.
18. In areas where there is a long legacy of mistrust between indigenous communities and the local government or companies, trusted Indigenous intermediaries may be required.

Annex B: Participant list.

Nine Focus groups held in five destinations:

Yangon, Bagan, Ngapali, Inle, Hsipaw,

Total focus group attendees: 120

Twenty two meetings and interviews:

Eight destinations

Yangon, Bagan, Ngapali, Taunggyi, Kyauk Me, Hsipaw, Mawlamyine and Hpa An

Total people interviewed: 29

Meetings and Interviews

<p>Yangon December 2015</p> <p>1. 5th December 2015 Barbara Bauer – Partnership for Change barba-ra.bauer@pfchange.org +95 09 250 048 568</p> <p>2. 16th December 2015 Dr Ashley South – Academic lerdoh3@googlemail.com</p> <p>3. 16th December 2015 Ei Shwe Yi Win – Care International EiShweYi.Win@careint.org 095501832</p> <p>Mawlamyine 26th – 27th January 2016</p> <p>1. Yee Mon Hsu Email: yeemonhsu@gmail.com Tel: 09 785321825 National Enlightenment Institute (NEI); My City Cafe</p> <p>2. Thiri Nanda Email: thiri.nandar.mlm@gmail.com Tel: 09 794428729 Thanlwin Lower Travel & Tours</p> <p>3. Mi Ong Rin Mon 4. Mi Jar Htaw Tel: 09 8611546; 09 425329170 Mon Women Organization (MWO)/ PAO MON @ Mon Kitchen Restaurant</p>	<p>Ngapali 13th - 15th December 2015</p> <p>Oliver E Soe Thet Laguna Lodge angel@myanmar.com.mm</p> <p>Sue Ozturk - General Manager Yoma Cherry Lodge info@yomacherrylodge.com</p> <p>Jack Tin Maung Win Oriental Ballooning tmlwin.jackmon@gmail.com</p> <p>Mawlamyine 26th – 27th January 2016</p> <p>5. Mi Kyi Myint Nge Email: rpoon011@gmail.com Tel:09 792356148 Cetana Development Organization (CDF)/ Khun Lawar Mon @ local souvenir shop</p> <p>6. Mi Ah More Chan 7. Mi Nonde Roi 8. Mi Jo Mon Email: morechanchan@gmail.com Tel: 09 4253 55638 Women Empowerment Program (WEP)/ Rae Soi Mon @ Mon Food Restaurant</p> <p>9. Mi Ouck Chan Human Rights Foundation of Monland (HURFO)</p> <p>10. Daw Mal Strand Hotel Tel: 057 25624</p>	<p>Taunggyi 17th December 2015</p> <p>U Khun Chit Oo Parami Development Network parami.pdn@gmail.com</p> <p>Nyaung Shwe 18th December 2015</p> <p>Stuart Allardice Tourism Advisor Inle Speaks stuartallardice16@gmail.com 95 9252618885</p> <p>Hpa-An 27th – 28th January</p> <p>1. Naw Phu Phu Email: soebrothers05821372@gmail.com Tel: 09 49771823 SOE BROTHER GUEST HOUSE</p> <p>2. Sa Shine Email: veranda.hpaan@gmail.com Tel: 09 979989441 Veranda Youth Community Cafe</p> <p>3. Nan Thu Zar Hnin E-mail: yurischool.languages@gmail.com Tel: 058 22016 Yuri School of Foreign Language</p>	<p>Kyauk Me 21st January 2016.</p> <p>1. Ms Hannah (Hanni Soe) - Guide / U Naing Naing's daughter 09 403739886 honeysoe6@yahoo.com</p> <p>2. Ms. Phyu Sin Win - Tour Operator 09 5275793 082 40190 phyusinwin@gmail.com</p> <p>3. Mr Moe Set - Guide 09 30740572, 09 785769983 trekkingkyaukme.shanstate@gmail.com</p> <p>4. Mr Han Zaw Htun (John) 09 403740719 breakmeuprightnow@gmail.com</p> <p>5. Ms. Kay Thi Khaing (Kayti) One Love Hotel 09 25 6550038</p> <p>Hpa-An 27th – 28th January</p> <p>4. Naw Yu Zana Win Tel: 09 425010907; 09794597124</p> <p>5. Naw Tin Tin Hlaing Tel: 09 794614185 Karen Society Community Network</p> <p>6. Hpa-An Lodge General Manager Tel: 09 253307774</p>
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Focus Group 1: Yangon. Women. 9.00a.m. to 12p.m. 09.12.15

No	Name	Association/ Organization	Designation	Contact Number	E-mail
1	Nicole Hauseler	MTF	Advisor		nhaeusler.consult@gmail.com
2	Daw Yadana Thant	Hamsa Hub / BTF	Tourism Sector Lead		yadana.thant@hamsahub.com
3	Rosie Zhang	Myanmar Centre for responsible business	Tourism Director		rosiezhang@myanmarresponsiblebusiness.org
4	Daw Khin Swe Aye	Directorate of Hotel & Tourism Yangon Region		09-450054491	mr.raynd@gmail.com
5	Daw Nyunt Nyunt Win	Directorate of Hotel & Tourism Yangon Region		09-970079052	mr.raynd@gmail.com
6	Marlo Perry	MTF	Advisor	09-260978242	marloperry@gmail.com
7	Daw Myo Myint Myat Htun	Action Aid	Project Manager-Sedn	09-43066754	myo.htun@actionaid.org
8	Daw Tin Su Su Mar	Pyoe Pin	Advisor	09-5011303, 09-75064951	tinsusumar@gmail.com

Focus Group 2: Yangon. Ethnic Nationalities. 2.00p.m. to 4.30p.m. 09.12.15

No	Name	Association/ Organization	Designation	Contact Number	E-mail
1	Daw Su Mon Aye	Indigenous people Ethnic Nationalities (Ips/EN) Network	Intern	09-261553892	sumonaungipenintern@gmail.com
2	Leo Kyaw Zin	Pyidaungsu Institute (PI)	Researcher	09-780299849	leotripleseven@gmail.com
3	Myo Ko Ko	Point	Program Manager	09-450005395	point.org.mm@gmail.com
4	Nyo Mar Wai	All Arakan Students' and Youths' Congress	Data Collector	09-26200660	aasyc.gha@gmail.com
5	Nicole Hauseler	MTF	Advisor		nhaeusler.consult@gmail.com
6	Hsu Myat Honey Ko	LuxDev	Finance & Procurement Officer	09-265776826	hsu.honey@luxdev.lu
7	Aye Mi San	LuxDev	HR/Admin Officer	09-265776790	aye.misan@luxdev.lu
8	Marlo Perry	MTF		09-260978242	maloperry@gmail.com
9	Gloria Arabous	LuxDev	Project Assistant		
10	Khin Swe Aye	Directorate of Hotel & Tourism Ygn region			09-450054491
11	Nyunt Nyunt Win	Directorate of Hotel & Tourism Ygn region		09-31585125	mr.raynol@gmail.com

Focus Group 3: Bagan. Women & Ethnic Nationalities. 9.00a.m. to 12.00p.m. 11.12.15

No	Name	Association/ Organization	Designation	Contact Number	E-mail
1	Daw Su Mya Mya Latt		HR.Manager	09-30607330	sumyalatt25@gmail.com
2	Daw Su Su Hlaing	Bagan Thande Hotel	RDM	09-402500561	rdm@baganthandehotelgroup.com
3	Daw Khin May Soe	The Floral Breeze Hotel	Deputy Manager	09-43176607	khinmaysoe2016@gmail.com
4	Daw Khin Thin Swe	Tourist Guide	Freelancee Guide	09-402557810	thetharnwe14@gmail.com
5	U Than Htay	M.T.G.A	Tour Guide	09-440224099	thanbuddha0413@gmail.com
6	Daw Thida Tun	Aye yar Riverview	FOM	09-402745462	thidatun.vp@gmail.com
7	U Zaw Wait	MHA.	Secretary	09-2042005	uzawwaitbgn@gmail.com
8	U Than Htut Khaing	MOHT	Deputy Director	09-5660648	mttbagan2012@gmail.com
9	U Khin Zaw	MRA	DV Chairman	09-5103809	
10	U Khin Maung Htwe	MRA	Secretary	09-43008221	Laminthit.bagan@gmail.com
11	Nyunt Nyunt Win	Directorate of Hotel & Tourism Ygn region		09-31585125	mr.raynol@gmail.com

Focus Group 4: Bagan. Women. 2.00p.m. to 4.30p.m. 11.12.15

No	Name	Association/ Organization	Designation	Contact Number	E-mail
1	Daw Khin Nyi Lar Kyaw	Myanmar Womens' Affairs Federation MAAF		09-458041640	www.mwaf.org.mm nyilartint@gmail.com
2	Daw Myint Myint Than	MWAF		09-20412358	
3	Daw Tint Tint Wai	MWAF		09-787999467	
4	Daw Phyu Phyu Hlaing	MWAF		09-250985571	
5	Daw Win Win Myint	MWAF		09-33149185	
6	Daw Aye Aye Win	MWAF		09-256016163	
7	Daw Aye Myint Kyi	MWAF		09-259123270	
8	Daw Aye Aye Myint	MWAF		09-2042936	
9	Daw Tin Tin Win	MWAF		09-444004104	
10	Daw Yu Yu Hlaing	MWAF		09-256185778	
11	Daw Myint Myint Sein	MWAF		09-402500732	
12	Daw Aye Aye Myaing	MWAF		09-43014863	
13	Daw Mon Thu	Action Aid	Finance Coordinator	09-256286407	monthu@actionaid.org , monthu234@gmail.com
14	Naw Khu Lar Shwe	Action Aid	Program Officer	09-428036152	kulayshwe@actionaid.org , khular.shwe@ actionaid.org

Focus Group 5: Ngapali Beach. Women. 9.00a.m. to 12.00p.m. 14.12.15

The attendees were local business owners/ employees at beachside restaurants, fruit sellers, beach souvenir sellers and beach massage providers.

No	Name	Association/ Organization	Designation	Contact Number	E-mail
1	Daw Aye Myat Thu			09-421769910	httpayemyatthu@gmail.com
2	Daw Min Min Hlaing			09-250604007	
3	Daw May Phyo Thu	Them Beach Hotel		09-421738158	
4	Daw Yie Yie Thant			09-421753810	
5	Daw Yin Yin Nway			09-4211738142	HR@ngapali.com
6	Daw Lilly Kyu	Amara Ocean Resort	Group Operations Manager	09-31943494 , 09-254115511	lily.kyu@hatmail.com , optmgr@amaragroupmyanmar.com
7	Daw Pan Su Aung	Laguna Lodge		09-421754535	pansuaung2009@gmail.com
8	Daw Lay Lay Htwe	Laguna Lodge		09-253818705	
9	U Win Mg Mg	MOHT	Assistant Director	09-250604585	winmgmg05@gmail.com
10	Daw Nyo Nyo	Retired Teacher	SAT retired	09-260520179	
11	Daw Cho Cho Lwin			09-250238296	
12	Daw Khing Thant Zin			09-421753848	
13	Daw Than Than	Green umbrella		09-42175814	
14	Daw Nyo Nyo	Retire techer		09-260520179	
15	Daw Cho Cho Lwin			09-250238296	
16	Daw Khing Thant Zin	Silver Full		09-421753848	
17	Daw Lay Lay Htwe	Lagunal Lodge		09-253818705	

Focus Group 6: Naung Shwe, Inle Lake. Women. 9.00a.m. to 12.00p.m. 18.12.15

No	Name	Association/ Organization	Designation	Contact Number	E-mail
1	U Tin Tun	Shwe Inn Thu	Township Facilitator	09-428349705	lawrencetintun@gmail.com
2	Daw Thway Thway Win	Maingthouk Youth		09-782493960	wendies.971@gmail.com
3	Daw Ni Ni Win	Maingthouk Youth		09-780792961	wendies.971@gmail.com
4	Daw Hnin Hnin Ohn	Shwe Inn Thu	Project Manager	09-31703514	hnin.hin1969@gmail.com
5	Daw Shwe Khin	Shwe Inn Thu	Township Facilitator	09-30640416	khin.khin@gmail.com
6	Daw Nan Mya Sen	ECCD Network		09-36203487	
7	Daw Phyu Win	Town Maternity Care	Member	09-263269284	
8	Daw Khin Mya Win	Town Women Affair Association	Member	09-2543385575	
9	Daw Khin Soe Win	ECCD Network	Treasures	09-458041577	inleshwepone@gmail.com
10	Daw Thandar Soe	ECCD Network	Member	09-400509947	myalay11111@gmail.com
11	Daw Thida Aung	Hnalone Hla Inn Maung Mae	Member	09-254664761	thidaaung.inle@gmail.com
12	Daw Thu Zar	Hnalone Hla Inn Maung Mae	Member	09-264370898	innthuzar@gmail.com
13	Daw Su Mar Htwe	Maingthouk Orphanage	Member	09-41008457	babymoesu@gmail.com
14	Daw Myo Myat Aung	Maingthouk Orphanage	Member	09-41008457	myomyat.inle@gmail.com
15	Daw Jue Jue Zin	Moe Thaut Orphanage	Member	09-789915427	jue jue@gmail.com
16	Daw Kyu Kyu Thin	Novotel	HR.Manager	09-43177439	hrm@novotelinle.com
17	Daw Tin Tin Ye	Shwe Inn Thu Hotel	Managing Director	09-5142261	tty.ann@gmail.com

Focus Group 7: Naung Shwe, Inle Lake. Ethnic nationalities 2.00p.m. to 4.30p.m. 18.12.15

1	Daw Nang Thet Mon Hnin			09-440021167	nang.thetmonhnin@gmail.com
2	Daw Nang Nge Nge			09-450139491	
3	U Kyaw Htway		Chairman		
4	DLCDA representative	DLCDA		09-788112677	
5	U Zaw Linn	DLCDA		09-255828922	
6	Daw Wai Thin			09-257958564	
7	Daw Nilar Win			09-49364389	

Attendees were cultural representatives from different ethnic groups around Inle Lake area.\

Focus Group 8: Hsipaw. Women. 9.00a.m. to 12.00p.m. 22.01.16

No	Name	Association/ Organization	Designation	Contact Number	E-mail
1	Daw Mar Mar Cho	Amata Hotel Group River Side		09-402503729/ 09-258285924	
2	Saw Yamoin Hlaing	The Club Terrace		09-402676624	
3	Nang Htwe Lin Yu	Mr.Charles Hotel		09-5278264	
4	Nang Seng Lu	The Northern land Hotel		082-80713/ 09-259577860	
5	Moe Moe San	Tai House Resort		09-442199995	
6	nang Nang	Pontoon Coffee		09-259213413	
7	Ma Khaing Nyein Thu	San Restarent		09-975887345	
8	Nang Khin Myat Zin	Mr's Popcorn Garden		09-402664925	
9	Yin Yin New	Boat Boat Tour Services		09-402778213/ 09-960250095	
10	Ma Ohnmar	Mr.Charles Hotel		09-258845899	
11	Daw Lee Kyi May	Powe Hotel		09-5260626	
12	Saw Nay Mya Ohm	New Palace Hotel		09-5261058	
13	Mi Mi San	Lashio Galaxy Hotel		09-780633172	
14	Daw Khin Swe Win	Yee Shin Guest House		09-5278201	
15	Daw Nabdar Aung	La Residence		09-5278536	
16	Phyu Phyu Thinn	A Kaung Kyite		09-5278660	
17	Moe Sandi	ဟေ့ဟ(ထမင်းဆိုင်)		09-256422267	

Focus Group 9: Hsipaw. Ethnic nationalities. 2.00p.m. to 4.30p.m. 22.01.16

1	U Sonny	River Side Resort	09-5278191	
2	Sai Win Aung	Tour Guide	09-47135697	alexwin.hp@gmail.com
3	Myo Lwin	Tour Guide	09-786565443	mrbike.pl@gmail.com
4	Sai Kham Ai	Tour Guide	09-252022303	
5	Sai Tun Kyaw	Tour Guide	09-440787228	
6	Kyaw Khaint	Boat 2 Tour Guide	09-260848545	salkkhant@gmail.com
7	Tun Tun	Tour Guide	09-33451240	kogyiyoe51@gmail.com
8	Win Ko	Trekking Guide	09-36072651	Win Ko Ko Myint @facebook.com
9	Soe Oo	Trekking Guide	09-40738052	
10	Ko Pauk	La Residence	09-970834454	
11	Min Thant	Tour Guide	09-257988752	aungmyothantlso2@gmail.com
12	Wai Yan Oo	Tour Guide	09-440192614	Bigdaddywaiyan@gmail.com
13	Than Htike	Trekking Guide	09-265421730	lionmanhpw@gmail.com
14	Mr.Shake	Shake Shop	09-403731865	Ywan YwanFrshatsShake.Mr.Shake
15	Nay La Min Tun	Red Dagon Hotel	09-2042026	Reddagonhotelhsipaw@gmail.com
16	Sai Kyaw Min	Ko Pee Travel Service	09-2019072	skminyu@gmail.com
17	Nyi Nyi Sat Paing	Ko Pee Travel Service	09-440787123	
18	Mg Khant Shin	Yee Shin Guest House	09-977131690	yee.shin2012@gmail.com
19	Sai Kyaw Kyaw Oo	Guide	09-403711308	bullyoixie@gmail.com

Annex C: Women and tourism

Focus group briefing note

The purpose of the focus group discussion is to:

- (i) review tourism employment and training issues relevant to women working in primary and secondary destinations around the country; and,
- (ii) identify priority actions to improve employment, training and career progression conditions for women engaged in the sector.

Focus group discussions will centre on identifying issues relevant to the creation of decent work in the tourism sector for women. This might include, for example, issues related to barriers to specific types of employment and training, unequal pay, work-place discrimination, ensuring quality and relevant pre-vocational training for women especially in rural areas, and raising awareness of strong role models in the sector. The intention is to identify specific areas in both the public and private sectors where better employment conditions or additional training programmes may be needed to address employment barriers. Outcomes of the focus group discussions will contribute to the design of a Human Resource Development Strategy and Action Plan for the tourism sector. Issues to discuss at the focus group meeting include:

- **Recruitment:** Are there recruitment issues that present themselves as barriers for women seeking employment and access to employment in the tourism industry? Are there staff positions that are difficult for women to access – such as managerial, supervisor, skilled positions? What are the most important skill sets needed by women upon recruitment?
- **Staff retention:** Is it difficult for women to retain employment in the sector? If yes, what are the main causes of this and what might be done to resolve these issues?
- **Career development:** Are clear career paths available for women in the sector available? What can be done to improve career paths for women?
- **Training and development:** What training opportunities are currently available to women, especially to those in rural communities? How useful is this training, and what might be done to improve training relevance and delivery? What additional types and levels of training are most needed? What are the best methods and approaches to deliver priority trainings?

What are the issues and barriers?

What needs to be addressed to promote positive change?

Who are key players in the area for making change happen?

Annex D: Ethnic nationalities and tourism

Focus Group Briefing Note

The purpose of the meeting is to:

- (iii) review tourism product, employment and training issues relevant to ethnic nationalities in primary, secondary and emerging destinations around the country;
- (iv) consider ethnic nationality products and destinations with significant tourism potential and recommend human resource and training interventions to help achieve that potential;
- (v) identify human resource barriers to product and destination development that restrict ethnic nationality engagement in the tourism sector, and identify priority actions to overcome these barriers;
- (vi) identify human resource barriers to specific types of tourism employment and training that restrict ethnic nationality engagement in the tourism sector, and identify priority actions to improve employment, training and career progression conditions for ethnic nationalities engaged in the sector.

Discussions will centre on identifying issues relevant to ethnic nationalities. This might include the issues highlighted above, or other areas of primary concern to ethnic nationalities. The intention is to identify specific human resource and training needs to promote greater engagement of ethnic nationalities in the tourism sector. Outcomes of the focus group discussions will contribute to the design of a Human Resource Development Strategy and Action Plan for the tourism sector.

What are the issues and barriers that restrict ethnic nationality engagement in tourism activity?

What needs to be addressed to promote positive change?

Who are key players in the area for making change happen?

Annex E: Destinations

Participants in the focus groups discussed a variety of impacts on their lives that were not strictly related to gender and ethnicity, but had an important impact on their destinations and tourism businesses. These discussions highlighted a need for a wider debate around destination management and planning. All groups recognised a need for a more sustainable approach to tourism management in their destination that included many stakeholders. The participants self determined tourism priorities and their relevant training needs, listed in the sections above, reflected these thoughts. All focus groups agreed there was a need to change community wide behaviours that threatened their locations as an attractive tourism product. It was also strongly felt that this behaviour should be coupled with a systematic improvement on tourism policy implementation and legally enforced regulations in a non-corrupt environment. Specific destination problems that challenged the attractiveness and viability of each destination included:

- Waste management and litter control.
- Resource management with an emphasis on water.
- Environmental protection including water quality, wildlife protection, Coral reefs and fish, pollution and deforestation.
- Corruption
- Poor municipal management or understanding of tourism related issues

Where a destination was experiencing conflict in the near vicinity (Northern Shan and Hpa An) there was an overriding priority for peace and stability.



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