

ABOUT ITC

ITC is the joint agency of World Trade Organisation and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the framework of the Aid-for-Trade agenda and the Millennium Development Goals.

ABOUT CBI

The Centre for the Promotion of Imports from developing countries (CBI) is an Agency of the Ministry of Foreign Affairs of the Netherlands. CBI contributes to sustainable economic development in developing countries through the expansion of exports from these countries. This is done through sustainably strengthening the competitive capacity of SME exporters and producers in developing countries, focusing mostly on European markets.

PARTNERS IN MYANMAR

NTF III Myanmar Tourism project works in close collaboration with:



Union of Myanmar
Travel Association



Myanmar Tourism Marketing



Ministry of Hotels and Tourism
Myanmar



Ministry of Commerce Myanmar

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MYANMAR

Inclusive Tourism



EXPORT SECTOR COMPETITIVENESS PROGRAMME

Netherlands Trust Fund Phase III

For more information on our project, visit our page on the internet: <http://www.intracen.org/itc/projects/ntf-3/myanmar/> and our Facebook page: <http://on.fb.me/1QLZrF4>



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NTF III in Myanmar



Myanmar’s tourism sector is constantly growing and can contribute to spur socio-economic progress through foreign exchange earnings. Myanmar attracted more than 3 million international visitors in 2014. In 2015, it is estimated that around 5 million travellers will visit the country, according to the Ministry of Hotels and Tourism (MOHT).

Tourism in Kayah State holds great potential for growth, particularly for cultural and eco-tourism. With its pristine nature and ethnic diversity, it is located close to Inle Lake, one of Myanmar’s top three destinations. At the same time, it is one of Myanmar’s poorest states.

Cultural and eco-tourism can help to generate income, create jobs, and open up opportunities for the local population, many of whom live in poverty. Tourism development can support local provision of products and services for sustainable livelihoods.

This project was launched in August 2014 and aims to enhance job creation and socio-economic development, through an inclusive tourism approach for the benefit of local communities and enterprises. This is achieved by increasing the competitiveness of local enterprises, integrating them into the supply and value chains of their products and services.



The expected results from this project are:

- A 20% increase in the value of tourism exports (i.e. tourist spending) in Kayah State;
- 2 new cultural tourism tour packages to Kayah State;
- A 30% increase of local products and services supplied to the tourism sector in Kayah State;
- 3 tourism institutions improving their managerial performance and services to members;
- 15 tour operators with an increased understanding of export market operations.

Time: 2014-2017

Budget: US\$ 1,9 m

“We believe this project will contribute to tourism development in Kayah State in terms of product quality, business linkages and capacity-building of tourism sector associations.”

Mr. Aung Soe Deputy director-general of the Department of Trade Promotion at the Ministry of Commerce

PROJECT OUTPUTS

OUTPUT 1:

Export capacities of SMEs and local producers and service providers enhanced

This project increases the trade capacity of local tour operators, tourism-related enterprises, and suppliers of goods and services. Tour operators are benefitting from the EXPRO training methodology to enhance their export marketing capacities. Cultural tourism tours in Kayah state are being developed in a participatory approach. These activities will increase revenue generation, thereby alleviating poverty particularly in Kayah State.



OUTPUT 2:

Strengthening of tourism related associations in Kayah State and Yangon

The project enhances the capacity of tourism associations in providing better sector development support services to members. It enables the Union of Myanmar Travel Association (UMTA), and the Myanmar Tourism Marketing Association (MTM) to better understand tourism markets in Asia and Europe, and to become training coaches for member tour operators.

At state level, the project strengthens three associations namely, the Kayah Hotel, Restaurant, and Guides associations. The newly established Kayah branch of the Ministry of Hotels and Tourism benefits from greater engagement with the tourism-related private sector in the state and support in tourism data collection and statistics.



OUTPUT 3:

Business linkages and technical partnerships facilitated and/or expanded

This project increases opportunities for local handicraft productions (e.g. wood carving and musical instruments), food producers, and service providers (e.g. guides) to adapt their goods and services to international tourist demand. With the support of ITC trained coaches, local tour operators are developing their own Export Marketing Plan and will be able to increase linkages with foreign outbound tour operators. Niche tourism development in Myanmar with the example of Kayah state will be showcased at the International Tourism Börse (ITB) in Berlin in 2016.

On a national level, this project helps partners to develop and implement a marketing and branding strategy for Kayah State within the framework of promoting international tourism in Myanmar.

