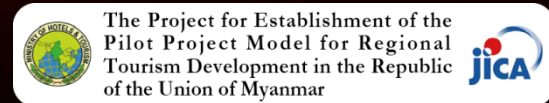
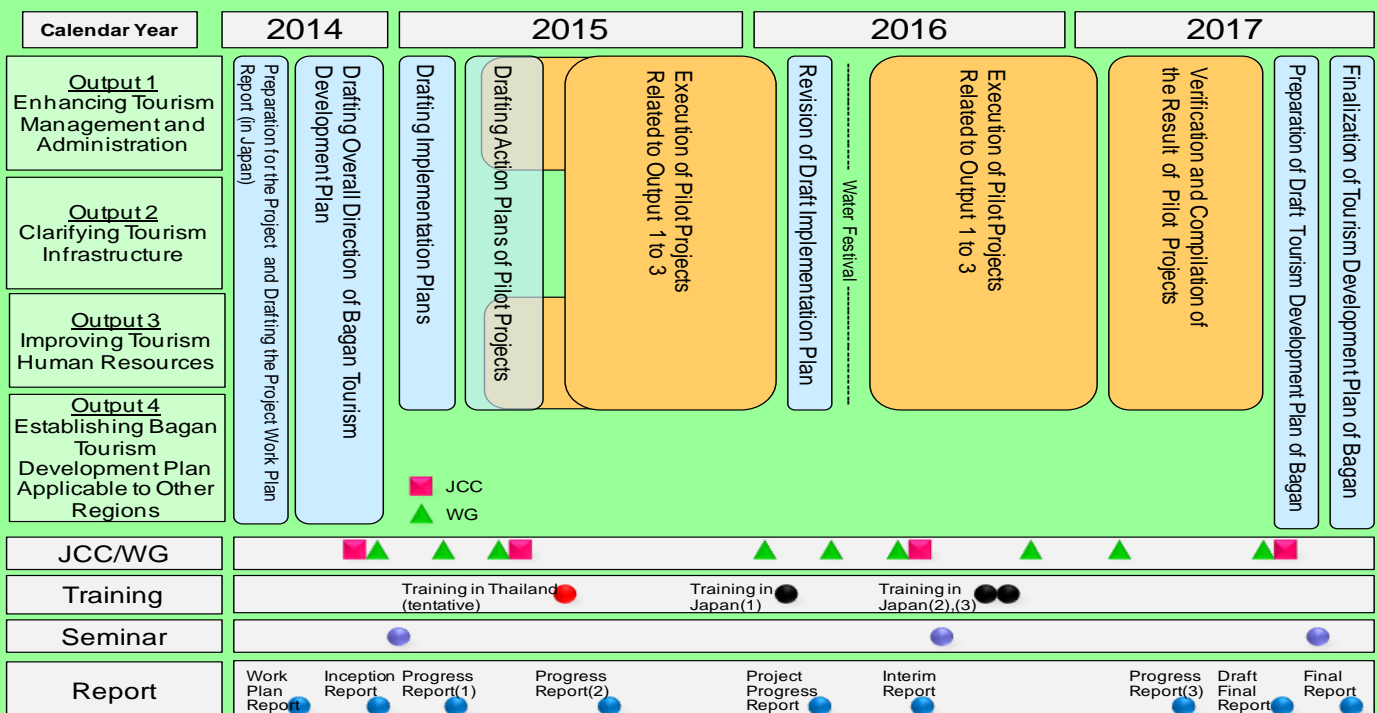


Regional Tourism Development- Bagan



What is RTD-Bagan?

Bagan is rich in tourist resources such as archeological monuments, ancient cities and traditional cultures. Meanwhile, there is a pressing need to fulfill the lack of tourist reception systems and develop infrastructure and human resources. In response to the request from the Myanmar government to solve these issues, JICA Expert Team has been engaged in activities for three years (from November 2014) in three areas: 1) Enhancing Tourism Management and Administration, 2) Clarifying Tourism Infrastructure and 3) Improving Tourism Human Resources. RTD-Bagan is the project to establish an effective tourism development plan for Bagan, reflecting lessons to be learned from pilot projects, of which approaches could be applicable to other regions in Myanmar. The overall project activity flow is shown as below.





JCC Meeting on 9th of December, 2014



Working Group Meeting on 13th of December, 2014

The 1st JCC Meeting and Working Group Meeting

The 1st JCC Meeting was held at the Ministry of Hotels and Tourism on 9th of December, 2014, attended by 45 participants from relevant ministries and agencies. There was expressed the growing expectation to Bagan Tourism Development Plan which MoHT and JICA Expert Team work together to formulate 3 years onward.

In the following day on 13th December, 26 members from Working Group 1 (Enhancing Tourism Management and Administration), Working Group 2 (Clarifying Tourism Infrastructure) and Working Group 3 (Improving Tourism Human Resources) gathered to have the 1st Working Group Meeting. Working Groups were set up to implement RTD-Bagan which consists of Representative of Nyaung U Township District Committee, Representative of Nyaung U District General Administration, Bagan branch of Ministry of Culture, Bagan branch of Ministry of Environmental Conservation and Forest, Representative of tourism training schools in Yangon and Mandalay and Private sector in Bagan. In the discussion of each WG, current conditions and issues in Bagan tourism development were shared and discussed among the members. From now on pilot project activities will be selected to execute in details to verify implementation plan of Bagan Tourism Development Plan.

Recent Working Group Activities



One of the WG 1 activities is CBT (Community Based Tourism) promotion. Rural landscape and the people's lives are part of essential tourism resources in Bagan but so far foreign tourists have not enjoyed much opportunity to communicate with the locals. WG1 will continue to have dialogue with villagers considering merits for both tourists and villagers.



WG2 internal meeting on 19th January, was to discuss about 1) Selection of site for Tourism Information Centers, 2) Selection of Tourist Routes, 3) Selection of Alternative Viewing Points. All these projects will be developed inside Archaeology Zone, therefore there was a comment about the importance to consider about Preservation of Historical Landscape.



Those who are engaged in Bagan tourism sector are mostly the locals. When ASEAN Community is born near future, even Bagan, home to Myanmar people, will face intensive competition. WG3 is now discussing training curriculum in order for the locals to provide supreme hospitality to tourists to survive this international market trend.