

## The 2<sup>nd</sup> JCC Meeting was held in June, 2015

The 2<sup>nd</sup> Joint Coordination Committee (JCC) Meeting was held at Ministry of Hotels and Tourism (MoHT) in Nay Pyi Taw on 3<sup>rd</sup> June, 2015, attended by 25 participants from relevant ministries and agencies. Team Leader of JICA Expert Team (JET), explained outlines and critical issues of selected 16 pilot projects including five leading pilot projects, dissemination of tourism information (Website development) for Output 1 (Tourism Management and Administration), Hotel front office training, Food and beverages service training, Licensed

tourist guides training and Public campaign for Output 3 (Tourism human resources). Union Minister of MoHT commented on the presentation regarding the leading pilot projects. After the discussion on the meeting, 11 projects were officially approved as pilot projects in addition to the leading pilot projects. The selected pilot projects are as shown in the table below. JET requested Union Minister and other relevant ministries for continuous support for preparation and implementation of pilot projects.



Union Minister delivered remarks at the 2<sup>nd</sup> JCC Meeting at Nay Pyi Taw

List of (16) Pilot Projects

Output	No.	Project Name	Output	No.	Project Name	Output	No.	Project Name
Output 1: Tourism Management and Administration	1	Development of Community-based Tourism (CBT)	Output 2: Tourism Infrastructure	7	Enrichment of Cultural Landscape	Output 3: Tourism Human Resources	13	Hotel Front Office Training
	2	Dissemination of Tourist Information		8	Development of Tourist Information Center (TIC)		14	Food & Beverage Service Training
	3	Production of Promotional Materials		9	Development of Viewing Points		15	Licensed Tourist Guides Training
	4	Organization of Tourism Event		10	Development of Tourist Routes		16	Public Awareness Campaign
	5	Media Planning		11	Improvement of Public Signage System			
	6	Improvement of Transport Management System		12	Development of a Guideline for Outdoor Advertisement			

## The 2<sup>nd</sup> Working Group Meeting and 1<sup>st</sup> Seminar were held in February, 2015

The 2<sup>nd</sup> Working Group Meeting was held at Floral Breeze Hotel in New Bagan on 14<sup>th</sup> February 2015. At the Working Group Meeting, each working group (WG1: Tourism Management and Administration, WG2: Tourism Infrastructure, WG3: Tourism Human Resources) discussed selection of pilot projects from proposed projects for short term in the Implementation Plan for The Bagan Tourism Development Plan. After the discussion, each working group gave a presentation on the selected pilot projects. After the working group meeting, each working group will prepare action plans for selected pilot projects with support of JICA

Expert Team. For the purpose of sharing the progress of project activities and discussing related topics among key stakeholders in Bagan and other regions in the process of implementation of the Bagan Tourism Development, the 1<sup>st</sup> seminar was held at the Hotel Umbra, Bagan on 24<sup>th</sup> February in cooperation with MoHT and Japan International Cooperation Agency (JICA). Over 50 government officials from various ministries and regional governments, relevant stakeholders from universities, tourism businesses and local communities were participated the seminar.

H.E. U Htay Aung, Union Minister, MoHT made opening remarks in the seminar. Project outlines and work progress of project activities were presented by Team Leader of JICA Expert Team and representatives of each WG. In the seminar, there were presentations by MoHT, Ministry of Culture (MoC), Myanmar Tourism Federation (MTF) regarding present and future of Myanmar and Bagan, and conservation and protection of heritage sites. Various issues related to tourism development and conservation of heritage sites in Bagan were shared among participants at the seminar.



The First Seminar was held at Umbra Hotel, Nyaung U Township.



The Second Working Group Meeting was held at Floral Breeze Hotel, New Bagan.



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# Recent Working Group Activities

## Working Group 1

Tourism Management and Administration



Working Group Discussion at Thanaka Museum Complex in Nyaung U (August, 2015)



Website launched in Nay Pyi Taw with MITV (August, 2015)

Based on the discussion of WG1, The first-ever Bagan Tourism Website is under development aiming at its primary cutover in late September this year. The Website is considered as one of the most important tools in order to arouse international tourists for this tourism destination.

In the south-east Asia region, many tourism destinations have attractive websites. Therefore, the new Bagan Tourism Website should be designed not only to attract more international tourists, but also to provide comprehensive tourism-related information including sustainable and responsible tourism. In addition, the website should inform readers of the importance of conservation of cultural heritages.

WG1 is cooperating with WG2 (Tourism Infrastructure) and WG3 (Tourism Human Resources) and gathering information through discussions with them.

The website with digest of general information will be opened to public toward the end of September in English and Japanese in accordance with the inauguration of Tourism EXPO Japan.

## Working Group 2

Tourism Infrastructure



Site visit near Ananda Temple to find a location of Tourism Information Center (June, 2015)



Site visit at Nyaung Lat Phat Pond to confirm a location of Viewing Point. (August, 2015)

WG2 has three construction projects: 1) Tourist Information Center, 2) Viewing Point, and 3) Tourist Routes. In order to find target sites for above mentioned projects, WG2 discussed with MoHT and relevant organizations such as General Administration Office of Nyaung U, MoCul, UNESCO, Team of Comprehensive Master Plan of Bagan under MoCul (members from Association of Myanmar Architects), and Ananda Pagoda Trustee.

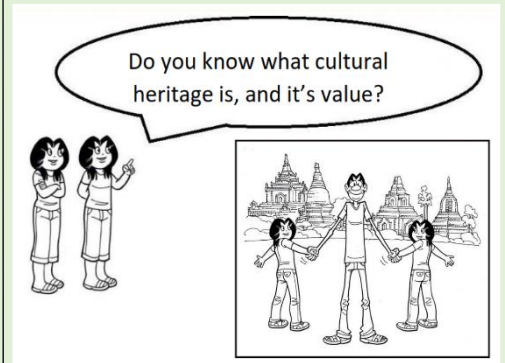
The target site of TIC is to the north of Ananda Temple where there are various temporary shops and restaurants, Viewing Point at north-west corner bank of Nyaung Lat Phat Pond near Sulamani Temple, and Tourist Routes for access to Viewing Point. In addition, 4) Public Signage System will be conducted soon as a pilot project in collaboration with District Administration Office (DAO), Township Development Committee (TDC) and Department of Archaeology, MoCul in order to formulate basic guidelines for signage in Ancient Monument Zone.

## Working Group 3

Tourism Human Resources



Public Awareness Seminar at Lacquerware School in Bagan (June, 2015)



Public Awareness Cartoons for Conservation of Cultural Heritage

Public Awareness Seminar was held on 7<sup>th</sup> and 8<sup>th</sup> June at Lacquerware Technology College in Old Bagan. The opening remark was made by Mr. Htay Win, Deputy Director General, Ministry of Hotels and Tourism. Then, three guest speakers provided presentations, 1) "History and Conservation of Heritage in Bagan" by Mr Soe Soe Lin (Deputy Director of Dept. of Archaeology, MoCul), 2) "The Importance of Hospitality and Welcoming Tourist all over the world" by Mr. Kyaw Myo Aung (Chief Instructor of Kandawgyi Hotel and Tourism Training Centre), and 3) "How to Improve and Create Foods and Souvenirs for Creating Bagan Brand" By Mr. Tint Swe (Chairman in Bagan, Myanmar Restaurant Association).

For each presentation, a leaflet with awareness cartoons for 1) Conservation of Cultural Heritage, 2) Hospitality Awareness, and 3) Food, Souvenir and Cleaning Awareness were distributed for 200 participants for more adequate understanding.



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