

## JICA Expert Team joined UNESCO Workshop at Bagan

On 16<sup>th</sup> October 2015, a UNESCO Workshop for World Heritage Nomination was held at Bagan Archaeological Museum. JICA Expert Team (JET) was invited by UNESCO to join in the last-day of the three-day workshop. For the workshop, there were around 50 participants from UNESCO, Department of Archaeology Ministry of Culture (DoA of MoCul), Ministry of Hotels and Tourism (MoHT), District Office, JET, some experts on archaeological field, and some other private business owners in Bagan.

H.E. Sandar Khin of Deputy Minister of MoCul pointed out the importance of preservation of heritage sites. Dr. Kyaw Latt from Myanmar ICOMOS (International Council on Monuments and Sites) commented on the Comprehensive Master Plan including 1) Regional Plan, 2)

Unban Plan and 3) Zoning Plan. Then Dr. Richard Engelhardt, former UNESCO Regional Advisor mentioned Heritage Impact Assessment that will be required in Bagan. In the discussion, responsible people from 1) Balloons over Bagan, 2) JET and 3) Eden Project presented their projects and received some comments from the government authorities.



The UNESCO Workshop was held in Bagan on 16<sup>th</sup> October 2015

To summarize the discussion, Mr. Kai Weise commented on the importance of the procedure 1) to establish a management system, 2) to register as World Heritage and 3) to promote tourism. Also he pointed out the importance of intangible heritages, Outstanding Universal Value (OUV) and Heritage Management Plan.



JET presented about the Pilot Project at the UNESCO Workshop on 16<sup>th</sup> October 2015

## The Third Working Group Meeting was held in September, 2015

The Third Working Group Meeting was held at Umbra Hotel, La Yeik Restaurant on 3<sup>rd</sup> September 2015. 22 members from three Working Groups (WG1: Tourism Management and Administration, WG2: Tourism Infrastructure, WG3: Tourism Human Resource) attended the Working Group meeting. Mr. Tint Thwin (Director General of Directorate of Hotels and Tourism, Ministry of Hotels and Tourism) gave a speech as opening remarks. Team

Leader of JET explained completed and planned activities in the project. A representative from each Working Group explained work progress of pilot projects. Prior to the discussion session, JICA Experts presented a case study on tourist information centers (TICs) in World Heritage Sites, concept and functions of TIC. In the discussion, Working Group members discussed necessary functions, operation and management of proposed TIC in Bagan

which is one of the pilot projects for WG2 in terms of effectiveness and sustainability for both tourists and local people. After detailed discussion, a representative from each Working Group summarized the result of the discussion. Team Leader of JET commented that the operation and management of TIC is very important in terms of sustainability of TIC and further discussion is required at the next Working Group Meeting.



The Third Working Group Meeting was held on 3<sup>rd</sup> September 2015



Working Group members discussing on TIC management and operation (September, 2015)



A representative from Working Group summarized the result of the discussion (September, 2015)

# Recent Working Group Activities

## Working Group 1

Tourism Management and Administration



Site visit to World Heritage Site of Shirakawa village, Gifu prefecture (September, 2015)



Distribution of tourism information materials at Tourism EXPO Japan (September, 2015)

A study tour in Japan was held from 23<sup>rd</sup> September to 3<sup>rd</sup> October, for the purpose of improving knowledge and skills regarding tourism management, as well as enhancing tourism promotion.

The delegates were comprised of 9 WG1 members, headed by Daw Khin Than Win, Director, Tourism Promotion and International Relations Department of MoHT. The study tour program includes various kinds of lectures related to the WG activities such as inbound tourism promotion at Japan National Tourism Organization, heritage management and Community Based Tourism at Shirakawa village and Gokayama, both situated in mountainous central Japan, archeological conservation at Todaiji Temple in ancient capital Nara, and planning and promotion of tourism products at JTB World Vacations, which develops and sells wholesales overseas group tours.

At Tourism EXPO Japan (the largest tourism exhibition in Japan), they experienced practical training for promotion activities by distributing and explaining Bagan tourist maps and brochures, which were developed for the Expo and promotion by themselves. It was a significant opportunity for the delegates to learn basic concepts of tourism administration and management at the tourist destinations in Japan. Especially they were deeply impressed by the efforts of a whole community to protect their environment and landscapes.

## Working Group 2

Tourism Infrastructure



Proposed target site for Tourism Information Center (September, 2015)



View from the target site of new Viewing Point (October, 2015)

At the UNESCO Workshop on 16<sup>th</sup> October, JICA Expert Team explained two construction projects, Tourism Information Center (TIC) and Viewing Point.

For Tourism Information Center, JET explained about its location that would be at the north of Ananda Temple because the place is located 1) at the historical area representative of Bagan, 2) in core place for tourism activities, and 3) at transportation hub for tourists.

For the construction, the most important point is that the structure needs to be "reversible". It means the building has to be well designed in order to be possible to return back to the original site conditions. In addition, JET is proposing to use bricks and Teakwood as finishing materials respecting traditional monuments.

For Viewing Point, JET clarified the actual conditions such as 1) congestion of limited pagodas during sun-set time, 2) dangerous conditions by peoples' climbing up pagodas. In order to solve such problems, JET presented an idea to create a small mound at the corner of Nyaung Lat Phat Pond. Through the proposal, 1) creation of a viewing point, 2) creation of green landscapes and 3) revive eco-system around this area will be realized.

As comments from authorities, there was no fundamental objections except "modern or tradition" for the style of TIC design.

## Working Group 3

Tourism Human Resources



Hotel Front Office Training was conducted in Bagan (August, 2015)



Cleaning Campaign was held near Ananda Temple in Bagan (October, 2015)

Hotel Front Office Training (FO) and Food & Beverage (F&B) Training, started from 5<sup>th</sup> August and 14<sup>th</sup> August respectively and continued for 12 days, operation management and supervisory skill lectures were conducted by two instructors from Kandawgyi Hotel and Tourism Training Centre and hospitality ("Omotenashi") lectures by Japanese Instructor. 80 hotel management staff from 40 hotels participated in Hotel FO Training, while 70 students from 50 restaurants and hotels joined F&B Training. In Tourist Guide Training, from 24<sup>th</sup> to 31<sup>st</sup> August, three instructors from Yangon Tour Guide Training Centre educated guiding skills. An instructor with knowledge of UNESCO World Heritage and Japanese instructor for hospitality delivered lectures. 35 licensed tour guides in Bagan joined the training. On 26<sup>th</sup> and 27<sup>th</sup> August, three small-scale Public Awareness Seminars were conducted in Minnan-thu Village, high schools in Nyaung U and New Bagan, and totally 450 participants joined the events. The value of historical monuments and necessity of environment beautification were addressed by WG3 members. Cleaning Campaign was held on 14<sup>th</sup> October to raise awareness of cleaning and expand recognition of a cleaning award program, whose winner will be selected in next May. Totally 150 participants dedicated themselves to the cleaning activities near Ananda Temple, Min-nan-thu village and Myin-kaba village.

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