

JICA Bagan Tourism Development Project launches a tourism website

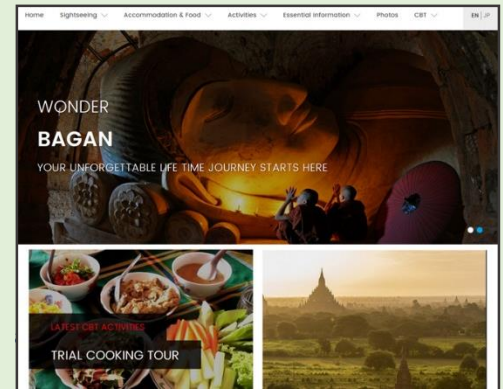
There are over three thousand ancient Buddhism pagodas and temples in Bagan region. Japan International Cooperation Agency (JICA), Bagan Tourism Development Project launches a tourism website in December 2015. JICA Expert Team (JET) cooperates in creating the website with the members of Ministry of Hotels and Tourism (MoHT), Ministry of Culture (MoCul), township and district governments, Myanmar Hoteliers Association (MHA), Myanmar Restaurants Association (MRA) and Myanmar Tour Guide Association (MTGA). Visitors can access tourism information on the website such as

hotels, restaurants, souvenir shops, tourism destinations and other related information on Bagan.

On the website, Bagan monuments are displayed with photos to get senses of Bagan. Before visitors come to Bagan, they can feel how experience is such as Bagan panoramic views, food, living and feeling on the website. As a sign of visiting to Bagan, visitors can be enjoy getting Bagan souvenirs such as lacquer ware, cane crafts and other local products.

Bagan Tourism information is provided both in English and Japanese version on “[http:// www.wonderbagan.com](http://www.wonderbagan.com)”.

The website is aiming to upload updated information step by step. Until the end of March, you can also see more attractive information about Bagan on Facebook.



Home Page of Wonder Bagan website
(February, 2016)

JICA Expert Team works together with Working Group 1 for Community Based Tourism (CBT) activities in Yangon and Bagan

In JICA Bagan Tourism Development Project, JICA Expert Team and Working Group 1 Members (Tourism Management and Administration) implemented the Pilot Projects activities one after another.

The Handicraft Demonstration Class at Japanese School (Yangon) has been successfully finished by WG 1 with support of MoHT and handicrafts men from West Pwa-saw and Myitche Village. Not only the handicrafts men but also the students who attended the

demonstration class convinced of the important of CBT and related activities. Furthermore, on 6th February 2016, another handicrafts demonstration was held at dacco.myanmar shop in Bahan Township, Yangon. There were about 30 attendees and some media. Thank you to all stakeholders who participate in these two CBT activities.

On 10th and 11th February 2016, the trial cooking village tour was successfully conducted, introducing foreign tourists to visit West Pwa-saw Village. Most of

the guests enjoyed the tour activities such as shopping, riding the bullock cart, cooking Myanmar dishes and seeing lacquerwares processing.

Some of guests requested cooking recipes of Bagan dishes. More than that, the village leader and villagers who were helping cooking tour thanked the pilot project. They were happy to learn CBT and its outcome. Working Group 1 will continue to develop these activities and acknowledge that there is still some more to do for improvement.



The Handicraft Demonstration Class
in Yangon (February, 2016)



Group photo after Trial Cooking Village tour in West
Pwa-saw village, Bagan (February, 2016)



The guests are participating in cooking process in
West Pwa-saw village, Bagan (February, 2016)

Recent Working Group Activities

Working Group 1

Tourism Management and Administration



Handicrafts demonstration by villagers and WG1 members at Kempinski Hotel (November, 2015)



Handicrafts display by villagers and WG1 members at Thingaha Hotel (November, 2015)

Bagan local handicrafts display as a part of CBT Pilot Project activities started on November 11, 2015, at two hotels in Nay Pyi Taw which were generous enough to freely provide our project team with a space for the display. An opening campaign was held at "The Thingaha Hotel" and "Kempinski Hotel" inviting hotel guests and visitors on the same day including a demonstration of handicrafts production process by craftsmen from the two representative villages in Bagan: Myitche Village for cane products and West Pwa-saw Village for lacquerware products. A lot of foreign and Myanmar guests and visitors listened carefully to the MoHT director, Daw Khin Than Win who explained about the essence of CBT pilot project, and enjoyed the fine works of the Bagan artisans. The display continues until the end of February, 2016. It is expected that more foreigners know more about Bagan villagers life and products.

Nowadays it is a real challenge for village craftsmen to compete with other modern wares of steel, iron, plastic or fibers. WG1 members are racking their brains, hand in hand with local villagers, so that there should be more beneficiaries in Bagan villages from newly created CBT activities through the project. May the future of those who make efforts be filled with happiness!

Working Group 2

Tourism Infrastructure



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



Discussion about infrastructure between JICA and District Chairman (December, 2015)

A conservation expert from Japan Cultural Heritage Consultancy visited Bagan in December, 2015, to conduct Heritage Impact Assessment (HIA). This is an assessment to check the impacts by the development projects to the heritage area. According to the report of HIA, all three pilot projects of tourism infrastructure (TIC, Viewing Mound, and Tourist Route) will not have a negative impacts on the historical environment. Furthermore, it is reported that these projects would contribute not only for the tourism, but also for the heritage conservation.

JET had a presentation at Japan Consortium for International Cooperation in Cultural Heritage on 18th January, 2016 in Tokyo. The consortium consists of various professors from conservations fields and some officials from Ministry of Foreign Affairs, Agency of Cultural Affairs, JICA etc. The ideas of three pilot projects of WG2 were understood well by themselves. On the other hand, one expert from National Research Institute for Cultural Properties pointed out about the necessity and importance of i) a sustainable management of TIC after finishing JICA project, ii) attractive contents for TIC, and iii) various linkages between TIC and other activities. Based on the comments above, WG2 will continue to develop more details for the implementation.

Working Group 3

Tourism Human Resources



Interview with the FO Manager at Bagan Lodge Hotel (January, 2016)



Working Group 3 Internal Meeting at JICA Project Office (January, 2016)

As part of Human Resource Development in Tourism Industry, Hotel Front Office Training, Food & Beverage Service Training and Tourist Guides Training were already conducted in August, 2015. According to the information released by MoHT (Bagan), three graduates from the training programs by JICA have conducted the MoHT led Training Program for the Hotel and F&B staff in October.

A joint meeting for the Working Group 3 (Human Resource Development) was held on December 18 2015 in order to follow-up the activities done in both the training programs and the cleaning campaign. Follow-up survey started on 21 December and met 25 people who participated in the trainings. As the report on follow-up survey, 80 percent of participants shared their training knowledge and experience with their staff members, and then the lectures were very useful in their daily work especially in Hospitality. However, more than 1000 staff members of hotels and restaurants still need to get the certificate and be qualified.

Following the first Cleaning Campaign in October, the second Cleaning Campaign is being planned by the WG3. In the WG 3 meeting holding on 28th January, details preparations of the campaign were discussed. The next campaign will be implemented in February.



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