

Union Minister U Ohn Maung, Ministry of Hotels and Tourism, delivered a message to JICA Bagan Tourism Development Project

Myanmar is becoming a destination for those who seek to discover the unique experience of local heritages, natural resources and ways of life of local communities. Community involvement in tourism is a tool for the development of income generation, employment creation and poverty reduction of the people in rural areas of the developing countries.

The Project for Establishment of the Pilot Model for Regional Tourism Development in the Republic of the Union of Myanmar has been implemented in Bagan by Japan International Cooperation Agency (JICA) since 2014. JICA Expert Team works

together with the members of Working Groups; (1) Tourism Management and Administration, (2) Tourism Infrastructure and (3) Tourism Human Resources have been implementing the Pilot Project activities one after another. The Ministry of Hotels and Tourism has been striving hard for further development of Tourism industry of Myanmar with the concrete and collaborative engagement of regional and international organizations as well as local tourism stakeholders to achieve sustainable growth and benefits for local people. I strongly believe that the support of JICA will be a crucial factor for the systematic and sustainable

development of our heritage destination Bagan in the forthcoming period.



U Ohn Maung
Union Minister
Ministry of Hotels and Tourism

Director General U Tint Thwin, Directorate of Hotels and Tourism, delivered a message to JICA Bagan Tourism Development Project

Myanmar has abundant tourist resources including rich archaeological sites and cultural resources and has been experiencing an increase in visitor arrivals since the country's turn toward democratic reforms in 2011.

At present, the new Government has put its concerted efforts to develop every sector of the country. Tourism is one of the sectors to be developed as it can contribute to socio-economic development of the country in terms of income generation, employment creation, environmental education, safeguarding of culture, improved standard of living, and people-to-people relations.

Ministry of Hotels and Tourism of Myanmar in collaboration with Japan International Cooperation Agency (JICA)

is currently implementing "The Project for Establishment of the Pilot Model for Regional Tourism Development in the Republic of the Union of Myanmar". The objective of project is to establish a pilot model for regional tourism development and various activities that will be implemented in Bagan from 2014 to 2017. Actually, the Project has been operating since September, 2014 with the several working groups.

I am very pleased to note that the working groups focus on the following outputs: (1) Tourism Management and Administration; (2) Tourism Infrastructure; (3) Tourism Human Resources. I highly appreciate of JICA's efforts on this project. JICA Expert Team is based in Bagan and is implementing pilot projects with the Working Group members and

making progress accordingly. I would like to encourage all the stakeholders to put your earnest efforts into the successful implementation of the Project.



U Tint Thwin
Director General
Directorate of Hotels and Tourism

Recent Working Group Activities

Working Group 1

Tourism Management and Administration



The handicrafts display in Kempinski Hotel Nay Pyi Taw (November, 2015)



Trial village cooking tour in West Pwa Saw village, Bagan (February, 2016)

In March 2016, WG 1 members and Bagan staff went to two hotels in Nay Pyi Taw to monitor the craft displays with local craftsmen. As part of the strategy for promoting tourism, the craftsmen had a chance to evaluate their products. More than that, the display can contribute to the renovation materials for their lacquerware training school. The craftsmen were also asked to make souvenir gift samples for the Kempinski Hotel. It is a great honor to get that opportunity. Now all the craftsmen from the villages realize the importance of cooperating with communities for the development of the tourism business environment. In the trial village cooking tour project, some of the participants' comments and the Newsletter article, draw the attention to the tour companies coordinators. We have received some enquiries for the next tour season to collaborate with local people to establish the cooking tour program. The villagers want to take part in these activities for the long term, and have requested some technical assistance. WG 1 and WG 2 members will provide what is needed. In the coming few months, with the support of WG 1 and WG 2 members, it is expected that there will be real outcomes from Community Based Tourism (CBT) project activities.

Working Group 2

Tourism Infrastructure



Discussion about signage design with WG2 members (March, 2016)



Discussion about infrastructure between JICA, DoA and UNESCO (May, 2016)

UNESCO held an initial coordinate meeting for the Integrated Management Plan of Bagan on 9-10 May 2016 at Archaeology Museum of Bagan. For the meeting, relevant organizations such as Ministry of Religious Affair and Culture (MoRAC), Association of Myanmar Architects (AMA) and local staff of JICA Expert Team (JET) attended and discussed the plan. For the management plan, UNESCO advisor proposed six main categories: 1) Physical Planning, 2) Environmental Planning, 3) Archaeology and Conservation, 4) Agriculture and Livelihood, 5) Community and 6) others. Detailed issues are included in each category. As a part of the plan, JET will contribute mainly on 2) Physical Planning and 3) Environmental Planning related to the transportation and basic infrastructure. JET and WG 2 members are developing the pilot project for public signage system, and creating samples of direction signs under advice from AMA and MoRAC. The idea of the sign is to produce them as a product of "Made in Bagan". That is the reason to use teak wood as a main material and to use hand curving culture as finalize the design. We hope that all the people will love the signage design.

Working Group 3

Tourism Human Resources



Public awareness before cleaning activity by WG3 member at NatKyoAi village (February, 2016)



Cleaning campaign activity at Myingabar village near Manuhar Temple (February, 2016)

As one of activities in Pilot Project of Public Awareness in Human Resource Development, Second Cleaning Campaign has been planned and launched by WG 3. The leaders from 6 villages around the monument areas were selected and invited to participate in the Cleaning Campaign. On 15 February 2016, WG 3 members and village leaders held a meeting and discussed in details for preparation of Cleaning Campaign. On 20 February, Cleaning Campaign was held near Manuhar Temple at Myingabar village, near Ananda Temple at Taungbi village and near Gubyaukyi Temple at Wet Kyi Inn village at the same time. 50 villagers from each village were invited but more than 50 participants together with their leader came and joined. One of WG 3 members gave a speech for public awareness about cleaning at each village and then the public participated in the cleaning activity near the monuments and the roadsides. Director from MoHT, Naypyitaw and her team and Deputy Director from MoHT, Bagan Branch and his team supervised and participated in the activities of Cleaning Campaign. The Cleaning Campaign continued to next day at MinNanThu village, West PhwarSaw village and NatKyoAi village. It is expected that Cleaning Campaign will be conducted regularly by village people.



Project Office / JICA Expert Team

Address: No(3-D), Block (4) Kyansittha Ward, East Yin Min Pike, Chauk Road, New Bagan, Nyaung U Township
Office Tel: 061-2464022, 092-6167-9238
Email: rtdbagan@gmail.com
Facebook: <https://www.facebook.com/WonderBaganMyanmar>

Website: www.wonderbagan.com

