Strategic Tourism Planning For Splendid Bagan

Presentation by:

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26-6-2012, Paro, Bhutan
1. Introduction
2. Products: Major Tourist Destinations
3. Positioning in Tourism
4. Strategic Directions for Development of Tourism
5. Bagan: Asia’s Most Amazing Archeological Site
6. Action Points to Promote Bagan
7. The Principles for Sustainable Tourism Planning in Bagan
8. The Role of The Local Communities and Private Sector in Order to Develop Sustainable Tourism
9. Cooperation with International and Regional Organizations to Adopt the Sustainable Tourism Plan
10. Conclusion
1. Introduction

THE REPUBLIC OF THE UNION OF MYANMAR
Brief General Information

Land

A total land area is 676,577 sq. km and the country stretches over 2090 km from north to south and over 925 km east to west. It has a 2832 km long coast line on the Indian Ocean.

Time

(GMT) + 6.5 Hours

Climate

Myanmar enjoys tropical climate, which is roughly divided into three seasons, the monsoon or rainy season from May to October, the cool dry season from November to February and the hot season from March to May.
Population

Myanmar has a population of over 57 million. It is made up of over 100 national races. The major racial groups are Bamar, Kachin, Kayah, Kayin, Chin, Mon, Rakhine and Shan.

Language

The official language is Myanmar. English is widely spoken and understood.

Religion

Over 80 percent of Myanmar embrace Theravada Buddhism. The rest are Christians, Muslims, Hindus and some animists.
The rainy season is from June to Oct. The cool winter is from Nov to Feb and the warm summer is from March to May.
2. **Products: Major Tourist Destinations**
Yangon

Shwedagon Night
Colonial Building
Colonial Building
Bagan
Mandalay Palace
Inlay Lake
Floating Market
Naga
Kyeik Hteeyo Pagoda
Mrauk Oo
Snow Capped Mountain
Putao
3. Positioning in Tourism
### Tourist Arrivals

#### International Tourist Arrivals (by air)

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td><strong>Yangon Entry Point</strong></td>
<td>234417</td>
<td>297246</td>
<td>364743</td>
</tr>
<tr>
<td><strong>Mandalay &amp; Bagan Gateway</strong></td>
<td>8861</td>
<td>13442</td>
<td>20912</td>
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<tr>
<td><strong>Nay Pyi Taw</strong></td>
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<td>-</td>
<td>5521</td>
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<tr>
<td><strong>Border Tourism</strong></td>
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<td><strong>TOTAL</strong></td>
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Myanmar Tourism Statistics 2011
International Tourist Arrivals (by air / land)
## International Tourist Arrivals by Region (by air)

<table>
<thead>
<tr>
<th>No.</th>
<th>Region</th>
<th>2011</th>
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<tr>
<td>3</td>
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<td>4</td>
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<td>11622</td>
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<tr>
<td>5</td>
<td>East Europe</td>
<td>7622</td>
<td>1.95</td>
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<td>6</td>
<td>Middle East</td>
<td>2607</td>
<td>0.67</td>
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<tr>
<td>7</td>
<td>Other Americas</td>
<td>2380</td>
<td>0.61</td>
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<td>8</td>
<td>Africa</td>
<td>993</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>391176</strong></td>
<td><strong>100</strong></td>
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## International Tourist Arrivals by Nationalities

<table>
<thead>
<tr>
<th>No.</th>
<th>Country</th>
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<td>AMERICA</td>
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<td>OTHER AMERICAS</td>
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<td>WEST EUROPE</td>
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<td>AUSTRIA</td>
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<td>6</td>
<td>SWITZERLAND</td>
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<td>7</td>
<td>SPAIN</td>
<td>6659</td>
<td>1.70</td>
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<td>8</td>
<td>BELGIUM</td>
<td>3376</td>
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<tr>
<td>9</td>
<td>OTHERS</td>
<td>9165</td>
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<th>Country</th>
<th>2011</th>
<th>%</th>
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<tr>
<td>1</td>
<td>EAST EUROPE</td>
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<td>3</td>
<td>MIDDLE EAST</td>
<td>2607</td>
<td>0.67</td>
</tr>
<tr>
<td>3</td>
<td>ASIA</td>
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<td>66.39</td>
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<tr>
<td>1</td>
<td>HONGKONG</td>
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<td>3</td>
<td>MALAYSIA</td>
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<tr>
<td>4</td>
<td>SINGAPORE</td>
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<td>THAILAND</td>
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<td>CHINA</td>
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<td>7</td>
<td>TAIWAN</td>
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<td>8</td>
<td>KOREA</td>
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<td>9</td>
<td>BANGLADESH</td>
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<td>10</td>
<td>INDIA</td>
<td>12318</td>
<td>3.15</td>
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<tr>
<td>11</td>
<td>OTHERS</td>
<td>19787</td>
<td>5.06</td>
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<th>No.</th>
<th>Country</th>
<th>2011</th>
<th>%</th>
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<tbody>
<tr>
<td></td>
<td><strong>OCEANIA</strong></td>
<td>11622</td>
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<tr>
<td>1</td>
<td>AUSTRALIA</td>
<td>10415</td>
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<td>NEWZEALAND</td>
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<td></td>
<td><strong>TOTAL</strong></td>
<td>391176</td>
<td>100.00</td>
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### Tourism Income

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Earnings</td>
<td>US $ 196M</td>
<td>US $ 254M</td>
<td>US $ 319M</td>
</tr>
<tr>
<td>Average Expenditure Per Person Per Day</td>
<td>US $ 95</td>
<td>US $ 102</td>
<td>US $ 120</td>
</tr>
<tr>
<td>Average Length of Stay</td>
<td>8.5</td>
<td>8.0</td>
<td>8.0</td>
</tr>
</tbody>
</table>
International Air Route to Myanmar

(15) International Airlines in Yangon

8M (Myanmar Airways International)
CA (Air China)
MH (Malaysia Airlines)
PG (Bangkok Airways)
TG (Thai Airways International)
MI (Silk Air)
3K (Jet Star)
IC (Air India)
CZ (China Southern Airlines)
FD (Thai Air Asia)
AK (Air Asia)
CI (Mandarin Airline)
VN (Vietnam Airline)
W9 (Air Bagan)
MU (China Eastern Airline)

(1) International Airline in Mandalay

MU (China Eastern Airlines)
Border Check Points

Policy
Strategic Directions for Development of Tourism

- Implementing the policies and guidelines laid down by the Government in a timely manner;
- Developing and encouraging national and international investment opportunities in the industry;
- Developing opportunities for the wider participation of the public, private and people in the industry
- Cooperating with regional organizations and neighboring countries in tourism activities such as marketing and promotion, human resource development, connectivity programs, infrastructure development, facilitation of travel and product development
Strategic Directions for Development of Tourism (Cont'd)

- Promoting the country's image and profile in the international and regional tourism fairs, shows and exhibitions;
- Organizing domestic tourism events to attract more international tourists;
- Organizing workshops, seminars, exhibitions, conferences and trainings to upgrade the quality, standards and technical skills of the tourism personnel involved in the industry;
**Strategic Directions for Development of Tourism (Cont'd)**

- Focusing on quality tourism and minimizing the negative impacts of tourism;
- Improving the standard of accommodation;
- Improving the standard of tourist transportation;
- Providing necessary assistance to tourists for their safety and security;
- Upgrading the existing tourist destinations and attractions and seeking for the new ones;
Bagan: Asia’s Most Amazing Archaeological Site
**Background History**

- One of the richest archaeological Sites in Asia.
- The age of Bagan was from AD 407 to AD 1369.
- It was the capital of first Myanmar Empire.
- Situated on the eastern bank of Ayeyarwaddy River in central Myanmar.
- Covering an area of 42 sq km.
- Containing over 2000 well preserved pagodas and temples of the 11th-13th century.

**Accessibility**

- Bagan international Airport.
- Daily flights between Yangon and Bagan.
- Regular express coach services and Express trains.
- A double-decker steamer service and luxury Curise “Road to Mandalay” between Mandalay and Bagan.
Main Economy

- Tourism
- Handicrafts, Lacquerware, Gold Smith’s Craft, Stone sculpture, tapestry, Restaurants.

Tourist Attractions

- Ancient Pagodas, Temples and monuments, some are dating back to thousands of years
- Bagan Arts and Craft, Lacquer ware, lifestyle
- Special festivals and Events
- Balloons over Bagan
- Decent restaurants, with different kind of food

Tourism Growth

- (76) Hotels and lodging Houses with (2076) rooms
- Yearly Tourist Arrival
  - 2008: 38135
  - 2009: 55061
  - 2010: 76831
  - 2011: 102587
Action Points to promote Bagan Destination Promotion

- Enhancing Destination Promotion by Printed and Electronic Media.
- Organizing FAM Tours
- Hosting Regional and International Tourism Events
- Promoting within The Frameworks of Regional Tourism Organizations ASEAN, GMS, ACMECS (Sister Cities)
- Developing New Attractions/Sites
Action Points to promote Bagan

- Capacity Building Programs for services providers
- Improving policy, planning and integration for preservation of culture and environment (OTOT)
- Supporting to small and medium sized enterprise
- Creating Greater involvement of SMEs with the tourism sector.
- Sharing experiences and practices of positive and negative impacts of tourism within the region (Symposium, Awareness Program etc.)
- Developing product and marketing activities. (OVOP)
- Developing the opportunity of the visitors to be able to participate in the local activities.
- Developing small scale infrastructure (small roads, visitor's centers, toilets etc.)
- Enhancing cooperation with public and private sectors to promote destination
Action Points to promote Bagan

- Capacity Building Programs for services providers
- Improving policy, planning and integration for preservation of culture and environment (OTOT)
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- Developing small scale infrastructure (small roads, visitor's centers, toilets etc.)
- Enhancing cooperation with public and private sectors to promote destination
Principles for sustainable Tourism Planning

- Preserving and upgrading existing sites. (MoC / MoHT)
- Improving the numbers and standard of accommodation.
- Improving The Standard of Tourist Transportation
- Improving other Tourism related facilities and services (Tour guide, Security, Rest Areas etc.)
- Improving Infrastructure (Upgrading Airports, Building Roads)
Principles for Sustainable Tourism Planning (Cont.)

- Enhancing Capacity Building of hospitality and Tourism personal
- Land Use, Zoning, Building Control
- Maintaining cultural diversity and authenticity
- Encouraging the development of cultural heritage and living cultures
The Role of Private Sector

- Myanmar Tourism Federation was formed with the objective of bringing together all the private sector interest in the tourism industry;
- Conducting Awareness raising programs;
- Making sure that the tourism benefits are shared equitably with local community;
- Creating employment opportunities for local people;
- Giving emphasis on the use of voluntary environmental codes of conduct and guidelines for the staff;
- Enhancing the Public Private Partnership;
- Enhancing destination promotion at the national and regional level.
Travel Leaders’ Symposium on Sustainable Tourism, 27th November 2011, Bagan

- First-ever Travel Leaders’ Symposium on Sustainable Tourism
- MoHT+MTF+MTCO
- Symposium noted Myanmar’s wealth of untouched cultural and natural assets, local population with its sense of genuine hospitality and friendliness
- Highlighted the need for country to learn from mistakes and success of other destinations
- Urged to develop an overall TMP
- Urged to set up sound policies and ensure that the private sector abides by the rules
- Attention must be paid to preservation of landscape, cultural protection and empowerment of communities
- More attention should be paid to involve younger generation in the future of tourism.
Responsible Tourism Workshop and Conference

- First Responsible Tourism Week, 21-23 Feb 2012
- Second Responsible Tourism Workshops and Conference: May 22nd - June 5th
- Support of Hanns Seidel Foundation and MTF
- Final output – Draft Responsible Tourism Policy
- The 9 Aims of RTP
  - Tourism is a national priority sector
  - Broad base local economic development
  - Maintain cultural diversity and authenticity
  - Conservation and enhancement of the environment
  - Compete on product richness, diversity and quality- not just price
  - Ensuring health, safety and security of visitors
  - Institutional strengthening to manage tourism
  - A well trained and rewarded workforce
  - Minimizing unethical practices

- Action Points have also been developed to achieve the above-mentioned aims
Conclusion

- A very unique destination well endowed with rich cultural assets that give enormous potential for tourism development and relatively new to the world of tourism
- Strong commitments of public and private sectors and international institutions towards the further development and sustainability of Myanmar 'Tourism (visit of the Sec. Gen of UNWTO)
- Policy reforms, change of trend in Myanmar tourism and the direction of Government towards the Global Concern
- Taking into consideration of sustainability of tourism resources by means of tripartite participation of public, private and travelers
- Remarkable interest of foreign investors in tourism and hospitality sector
- Accelerating the momentum of cooperation with regional and international institutions (ASEAN,GMS,ACMECS, PATA, UNWTO)
- Tourism Master Plan which covers all forms of tourism development in terms of economical, environmental and social achievement focusing on sustainability is being planned
Thank you for your kind attention!