



UNWTO INTERNATIONAL CONFERENCE ON TOURISM AND HERITAGE PROTECTION

CONCEPT NOTE & PRELIMINARY PROGRAMME

Mandalay, Myanmar, June 12, 2014

CONCEPT NOTE

I. Background

Secretary General of UNWTO on the occasion of his official visit to Myanmar in 2012 recognized unexplored resources, in particular the country's rich cultural assets. In this context UNWTO Secretary General proposed a technical event to be organized to introduce several cases of cultural tourism in Asia, including those of China, Japan, Korea, Malaysia and Thailand.

The ultimate objective of the proposal was to provide practical insights and experiences on how other countries have progressed on the development of cultural tourism products, and what are the lessons to learn in terms of policy formulation on the sustainable management of Myanmar's abundant cultural heritages sites.

World Tourism Organization (UNWTO) in collaboration with the Ministry of Hotels and Tourism of Myanmar is co-organizing the UNWTO International Conference on Tourism and Heritage Protection back to back with the 33rd Greater Mekong Sub-region (GMS) Tourism Working Group Meeting & the Mekong Tourism Forum 2014 in Mandalay, Myanmar on the 12th of June. The conference will focus on the important relationship between tourism and heritage protection in Myanmar and its powerful impact and contributions to the national economy. This conference will serve to gather national, regional and international expert's inputs – in the form of case study analysis and recommendations – which will be eventually presented to the Ministry of Hotels and Tourism of Myanmar.

II. Objective

The main objective of the conference is to create a platform for participants from the public and private sector involved in decision making to engage in dialogue and exchange of experiences on the development and management of heritage tourism that benefit the country and local communities. The focus will be on policy formulation and integrated management of heritage sites for the protection and conservation of their integrity as well as their long-term sustainability. In view of Myanmar's abundant cultural heritages sites, UNWTO intends to serve the Government of Myanmar with a solid contribution and guidance to the development process on tourism and heritage protection.

III. Programme

The relationship between heritage and sustainable tourism development shall be the underlying issue inspiring all panel discussions of the forum, whereby the role of heritage will be examined through different experiences and/or case studies from Asia and Europe.

The topics and issues for the one-day conference would include:

- The role and impact of heritage in socio-economic development in the framework of national development policies with particular focus on sustainable cultural tourism;
- Case studies and best practices in Heritage Conservation, Management and Governance in the context of sustainable management

There will be a keynote Presentation of case studies and open debates with a focus on 'Sustainable Tourism-Challenges and Opportunities' in the context of national development policies.

The Conference will involve experience sharing presentations and discussions using case studies and analyses to examine the potential role of different stakeholders, in both public and private sectors. The exchanges will mainly focus on how to set public policy on heritage tourism at the national and local levels, as well as building on international cooperation models and best practices. The conference would offer participants a platform to present relevant case studies, to actively participate in open debates and to draft the findings, conclusions and recommendations for the Government of Myanmar.

IV. Target Participants

The first target audience will be the senior government officers, representatives from local authorities, and private decision makers from the culture and tourism sector in Myanmar.

The second target audience will be the general participants, experts and speakers for the Mekong Tourism Forum 2014.

UNWTO will also invite any interested experts or senior officers in charge of cultural heritage sites and tourism issues in Asia.

V. Outcomes

The UNWTO Conference on Tourism and Heritage Protection aims at achieving the following outcomes:

1. Identify opportunities and challenges by bringing together heritage protection experts from China, Japan, Korea, Malaysia as well as Spain to further the exchange of ideas, perspectives and good practices;
2. Reinforce the analysis of relevant case studies from different GMS countries, including certain case studies that shall be examined directly in Myanmar;
3. Provide expert suggestions would result in a series of new findings, conclusions and recommendations on the topic of 'heritage protection and sustainable tourism development' in Myanmar; and
4. Provide practical recommendations on the next steps to further implementing the government policy setting in Myanmar.

WEDNESDAY June 11th

TBC **Welcome Dinner Hosted by the Myanmar Tourism Federation**

THURSDAY June 12th,

Venue: Mandalay Hill Resort Hotel

09:30 – 10:00 Opening Ceremony

- Welcome Remarks by H.E. Mr. Htay Aung, Union Minister for the Ministry of Hotels and Tourism, Myanmar
- Opening Address by Mr. Zhu Shanzhong, Executive Director for Technical Cooperation and Services, UNWTO
- Congratulatory Remarks by Mason Florence, Executive Director, Mekong Tourism Coordination Office

10:00 – 10:30 Tea & Coffee Break

KEYNOTE SESSION

Tourism and Heritage Protection: Challenges and Opportunities

Moderated by Harry Hwang, Deputy Regional Director for Asia and the Pacific, UNWTO

The concept of sustainable tourism is a rapidly growing notion throughout the global tourism industry and significantly within the Asia Pacific Region. With the development of sustainable practices throughout the tourism industry comes many challenges and opportunities including the conservation of heritage sites which play a crucial role in both attracting tourists and preserving the culture of the local people. This keynote address will aim to provide an introduction to the relationship between heritage and sustainable tourism, which will be explored throughout the conference with reference to case studies of best practice in heritage conservation from countries throughout Asia and Europe. The role of the government in heritage conservation through policy making, national planning and sustainable management will also be explored.

10:30 – 12:30 Sustainable Tourism Management at Heritage Sites: Challenges & Opportunities

Dr. Victor Wee, Anchor Consultant, UNWTO

Developing and Building on Myanmar's Cultural and Natural Heritage Tourism

Mr. Zaw Weik, Myanmar

Innovative Channels to Show Visitors the Most Outstanding Aspects of Spanish Culture and Cuisine: Paradores.

Mr. Carlos ROMERO DEXEUS, Director of Tourism Research, SEGITTUR, Spain

Presentation by Yunnan Mekong River Group

Ms. Li Xiaomei, Vice President, Yunnan Mekong River Group, China

Open Discussion

12:30 – 14:00 Lunch

PANEL DISCUSSION

Heritage Protection and Sustainable Tourism Development

Moderated by Dr. Victor Wee, UNWTO Anchor Consultant

14:00 – 16:00 Practical insights and experiences on how other countries have progressed on the development of cultural tourism products and what are the lessons to learn

Cultural Heritage Protection in Myanmar

Mr. Zaw Oo Han, Director, Department of Archeology and National Museum, Mandalay Branch, Ministry of Culture, Myanmar

Developing tourism products after accreditation as a World Heritage Site: Case of George Town, Penang

Mr. Neil Khor, Advisor at Think City, Malaysia

Fostering coordination and cooperation among government agencies, conservation and tourism operators and product owners, and stakeholders for sound tourism management at heritage sites

Ms. Kumi Kato PhD, Professor, faculty of Tourism/Graduate School of Tourism, Wakayama University & Director, Centre for Tourism Education and Research

Raising awareness about heritage protection for long-term sustainability

Dr. Chae Miok, Senior Research Fellow, Korea Institute for Human Settlements, Republic of Korea

Mitigating the environmental impacts of tourism and reducing tourism congestion

Mr. Sok Sangvar, Head of Angkor Tourism Management Plan (TMP), APSARA National Authority, Cambodia

The role of children in heritage tourism: preventing child exploitation

Ms. Aarti Kapoor, Program Manager, Project Childhood, Prevention Pilar, World Vision Australia

16:00 – 16:30 Tea & Coffee Break

16:30 – 17:00 CLOSING SESSION

Conclusions and Recommendations by Dr. Victor Wee

Closing Remarks

- Mr. Harry Hwang, Deputy Director, Regional Programme for Asia and the Pacific
- H.E. Dr. Sai Kyaw Ohn, Deputy Minister, Ministry for Hotels and Tourism, Myanmar

TBC Dinner Hosted by the Ministry of Hotels and Tourism

FRIDAY June 13th: Technical tour(s)

- 08:00 Depart from Mandalay Hill Resort to Shwe Nandaw Monastery and Atumashi Monastery (It was originally built by King Mindon (1853-1879))
- 08:30 - 09:00 Kuthodaw Pagoda (the Three Baskets of the Buddhist Pali canon. "World's Biggest Book")
- 09:00 - 09:30 Kyauktawgyi Pagoda (There is one principal image carved out of a single block of Sagyin marble)
- 09:30 - 11:00 Mandalay Palace (The palace walls, the four gates and the moats still stand today as an evidence of the majestic palace city)
- 11:00 – 12:00 Shopping and demonstration (Cotton and Silk Weaving Cottage Industry, Wood and Stone, Bronze Casting)
- 12:00 - 13:00 Lunch at Tu Tu Myanmar Restaurant (Myanmar Food)
- 13:00 – 14:30 Transfer back to Hotel (Leisure Time)
- 14:30 - 15:30 Mahamuni Pagoda (The early morning ritual of washing the face of Buddha's image draws a daily crowd of devotees)
- 15:30 – 17:00 Mandalay Hill (available to see panoramic view of Mandalay City and the experience of sunset)

Transfer back to Hotel

Half Day Option

- 8:00 Transfer from Hotel to Mahamuni Pagoda (The early morning ritual of washing the face of Buddha's image draws a daily crowd of devotees)
- 8:30 – 9:30 Mandalay Palace (The palace walls, the four gates and the moats still stand today as an evidence of the majestic palace city)

9:30 – 10:00

Shopping and demonstration (Cotton and Silk Weaving Cottage Industry,
Wood and Stone, Bronze Casting)