

Myanmar Tourism Master Plan : Strategic Programs and Key Objectives

VISION

We intend to use tourism to make Myanmar a better place to live in - to provide more employment and greater business opportunities for all our people, to contribute to the conservation of our natural and cultural heritage and to share with us our rich cultural diversity. We warmly welcome those who appreciate and enjoy our heritage, our way of life, and who travel with respect.

GUIDING PRINCIPLES

- Develop tourism as a national priority sector.
- Maintain cultural diversity and authenticity.
- Enable the sector to compete on product richness, diversity and quality.
- Strengthen the country's institutional system to plan and manage tourism.
- Minimize unethical practices.
- Promote broad-based local socio-economic development.
- Conserve and enhance Myanmar's protected areas and natural environment.
- Ensure the health, safety and security of our visitors.
- Promote a well trained and rewarded workforce.

STRATEGIC PROGRAMS

| 1. Strengthen the Institutional Environment | 2. Build Human Resource Capacity and Promote Service Quality | 3. Strengthen Safeguards and Procedures for Destination Planning and Management | 4. Develop Quality Products and Services | 5. Improve Connectivity and Tourism-related Infrastructure | 6. Build the Image, Position, and Brand of Tourism Myanmar |
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| 1.1 Establish a Tourism Executive Coordination Board chaired at the Vice President Level | 2.1 Design a human resources development and capacity building strategy | 3.1 Develop innovative, integrated and participatory approaches to destination planning and management | 4.1 Design tourism product development strategies | 5.1 Promote complementary expansion of the aviation and tourism industries | 6.1 Determine the supply, demand, and gap characteristics of Myanmar's travel and tourism system |
| 1.2 Develop a tourism planning framework to support the Tourism Executive Coordination Board | 2.2 Establish programs and action plans to implement the national HRD policy | 3.2 Strengthen tourism-related social and environmental safeguards | 4.2 Develop an ecotourism management strategy for protected areas | 5.2 Ensure tourism is included as a key element of the national transportation strategy | 6.2 Create a strategic marketing map for Myanmar |
| 1.3 Strengthen tourism information systems and metrics | 2.3 Develop a multi-stakeholder framework and policies to improve service quality | 3.3 Improve zoning in tourism destinations | 4.3 Strengthen tourism-related supply chains | 5.3 Improve tourism-related infrastructure to promote balanced and inclusive growth | 6.3 Raise internal awareness of responsible tourism |
| 1.4 Develop systems to promote visitor safety and consumer protection | | 3.4 Develop adaptation frameworks and strategies on tourism and climate change | | 5.4 Progressively ease barriers to visitor entry and internal travel | 6.4 Effectively manage the image, position, and brand of the destination in the collective mind of the international marketplace |
| 1.5 Strengthen tourism's legal and regulatory environment | | 3.5 Promote innovative and green technologies in tourism | | | |
| | | 3.6 Strengthen community involvement in tourism | | | |

Sources: Myanmar Tourism Master Plan Report (TA-8136); Myanmar Responsible Tourism Policy.