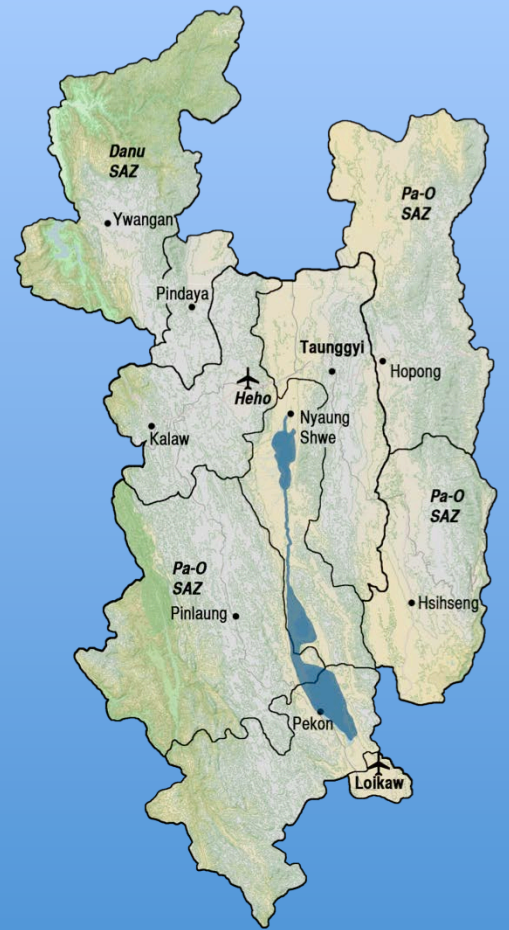


Destination Management Plan for the Inlay Lake Region 2014 - 2019: Project Proposals



MINISTRY OF HOTELS AND TOURISM
THE REPUBLIC OF THE UNION OF
MYANMAR



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Project Proposals

This document is designed to be used in parallel with the Destination Management Plan (DMP) for the Inlay Lake Region. It provides basic project concepts for the series of strategies and actions that form the basis of the DMP interventions.

The DMP contains 9 Strategies, with each strategy containing a number of actions. The DMP has been designed in consideration of the implementation of all 9 strategies, however it is recognised that due to funding priorities of government and donor organisations, funds may not be available for all. Actions, although designed as complementary by necessity may be implemented as stand alone projects. **The total project package is US\$7,295,675.** Strategies are arranged in broad themes, and are presented in order of priority resulting from Project ADvisory Committee and regional stakeholder consultations. Strategies and Actions are complementary to each other and some rely on others for implementation.

Key to successful implementation will be the establishment of a **Destination Management Organisation**, as highlighted in Strategy 1.

Strategies range from strategic management level to more focused local interventions. Implementation of actions will depend to a significant extent upon relevant agencies, however overall coordination would ideally be made through the proposed DMO. Most actions will require allocation of financial and labour resources, where possible sources are highlighted, however it is expected that donor funding will play a significant part, including for private sector support and coordination.

For all strategies it is important to emphasise they are not static and must be constantly reviewed and changed. Myanmar and the Inlay Lake Region are developing rapidly, and things do change: what may be relevant now may become irrelevant in a year or two for a variety of reasons. Strategies must be therefore viewed as somewhat "fluid" and should be reviewed periodically, at the end of each year - or sooner if the situation is necessary.

The funding approach has used a day rate system, and of course may (and will) be altered to match funding programmes as these evolve. Where indicated, "Project Assistant" roles imply domestic specialists in a multi-function, supporting logistics as well as implementation.

The reality of the region is that infrastructure is poor and lacking many services, infrastructure and facilities of comparable destinations. Myanmar is designated by the United Nations as a Least Developed Country and thus lacks significant government funds to pay for activities. Implementation capacity is low, as is coordination between agencies. Many of the strategies involve feasibility studies and outlines to develop further plans. The sustainable and equitable development and management of the region will not be easy and many challenges are ahead. Myanmar is in a favourable position over the next few years as a donor recipient: these strategies are designed to maximise this opportunity, as well as to focus donors and development organisations.

All actions relating to community involvement must take place at appropriate times in the community calendar (not during busy harvest seasons for example) and be participatory in nature. Time will be needed to develop trust in communities and great thought must be put into any per-diem or payment for training attendance.

Competency based trainings should be considered where appropriate, with locally appropriate vocational assessment. This can give trainees targets to work towards and can be more effective than certificate of attendance based training. Likewise care must be taken in selecting appropriate candidates for trainings, as well as suitable organisations to develop and deliver curricula to best practice.

Some recommendations involve introducing new technologies or infrastructure. Care must be taken during any implementation to ensure community or individual ownership: this may involve encouraging community members to purchase equipment (such as fuel efficient stoves, for example) as opposed to receiving them free. This increases the likelihood of long term success of such initiatives through increased stakeholder ownership.

Strategy 1: Planning, Management, Sustainable Development & Heritage Conservation

The Inlay Lake Region is a flagship destination of Myanmar, but is lacking in overall coordination and management at destination level. Achieving solid destination management of the region's visitor economy development will be vital in ensuring a vibrant, sustainably managed and competitive destination.

Objectives:

To ensure the Inlay Lake Region is managed sustainably where tourism benefits the local population, heritage values are celebrated and is a model for Destination Management throughout Myanmar.

Actions:

1.1 Set up a Destination Management Organisation

1.2 Manage tourism based upon tourism zones

1.3 Management Plan for Nyaungshwe

1.4 Management Plan for Kalaw

1.5 Set-up System to Forecast Tourism Growth & Overhaul of the Inlay Zone Entrance Fee

1.6 System to Review Tourism Investment and Proposals

1.7 Heritage Site-Specific Management Plans

1.8 Visitor Management support to Religious Sites and Buildings

1.9 Development of Sustainable Management Practice in Tourism Developments

1.10 Provide support to the Inlay Lake Hotel Zone

1.11 Boat Traffic Management Plan

Total Strategy Cost: \$1,297,800

1.1: Set up a Destination Management Organisation (Please refer to separate document): Destination Management Organisation Model 1 DMO Start Up Support Project			
Location	<i>Nyaungshwe and the Inlay Lake Region</i>		
Total budget	\$530,000		
Time frame	2 years (with sustainable financing model to develop in year 2)		
Project description	Objectives	<i>To develop a world-class Destination Management Organisation for the Inlay Lake Region</i>	
	Activities	<ul style="list-style-type: none"> • Locate and fit out suitable premises for DMO • Recruit DMO staff • Develop detailed DMO Business Plan • Train Staff as per requirements to achieve functions in this document and DMP • Develop detailed workplan for DMP implementation • Launch events • Development of detailed sustainable financing plan • Commence implementation of initial project activities 	
	Implementation	Implementation to be carried out with the support of suitable development organisation: project to be carried out primarily over one year as start up support, with continued development support in year two, and options to continue long term support thereafter	
Financial information	Budget	Project Leader 1.5 years	\$60,000
		Training Officer/Coordinator 2 years	\$60,000
		DMO Staff first year salaries	\$113,000

	Property Rental	\$12,000
	Training Programmes	\$50,000
	Transport (inc. project car)	\$100,000
	IT & Web development	\$20,000
	Marketing	\$50,000
	Miscellaneous	\$25,000
	Administration	\$40,000
	Total	\$530,000

1.2 Manage tourism based upon tourism zones: Zonation Planning

Location	Region-wide		
Total budget	\$92,000		
Time frame	6 months		
Project description	Objectives	<i>To develop a realistic and responsive system of zonation for the Inlay Lake Region</i>	
	Project Rationale	<p>The Inlay Lake Region is diverse and sometimes complex both geographically and ethnically. It represents many hundreds of years of culture and unique human-landscape interaction. Tourism has the potential to bring rapid change, one method of managing such complex regions is through planning zonation: Overall development guidelines are provided for geographical areas, which should change over time.</p> <p>Full zonation will require further consultation and more detailed mapping than is possible under this DMP. Zonation demarcation, policies and guidelines are complex: these should be discussed regularly and supportive of the actions within this DMP and related policies.</p> <p>Comprehensive zonation will require detailed mapping work and elaboration of guidelines under each zone, and incorporation into legal guidelines for management.</p>	
	Activities	<ul style="list-style-type: none"> • Detailed community consultations • Detailed business, CSO, government department focus group discussions and legality investigations • Detailed GIS mapping of site • Further development of zonation regulations and by-law development • Feedback into communities • Development of implementation plan • Develop into legal framework of state 	
	Implementation	DMO/with support to State Government, external project support	
Financial information	Budget	Project Leader 40 days	24,000
		Consultation Team 120 days	18,000
		Training of DMO/equivalent staff (3x workshops)	12,000
		GIS Equipment	6,000

	GIS Training	12,000
	Transport & accommodation	15,000
	Miscellaneous & Printing	5,000
	Administration	6,000
	Total	92,000

1.3 Management Plan for Nyaungshwe		
Location	Nyaungshwe	
Total budget	\$115,500	
Time frame	3 months	
Project description	Objectives	<i>To develop a management plan for Nyaungshwe that encompasses its growth and development as a tourism hub based upon Town Planning approaches</i>
	Project Rationale	<p>Tourism related development is rapidly changing the fabric of Nyaungshwe: as the region's main tourism hub and service town, it has seen rapid hotel and restaurant development since 2012, with over 20 new hotel constructions and numerous other renovations. Nyaungshwe is also Inlay Lake's commercial service town, where the lake's main tomato and fish products are landed, packaged and sold on. It is important to manage the balance and the need between tourism and commercial requirements.</p> <p>A detailed management plan for the town is urgently needed, and should be conducted by a team consisting of town planner, architect, heritage professional and tourism management specialist. In addition to existing rules and regulations a management plan should address:</p> <ul style="list-style-type: none"> • Pedestrianisation of the tourist boat quay and introducing a counting system for departing tourists. • Restricting tourist bus traffic out of town and developing options for transfer by rickshaw, tuk tuk or walking route, with luggage transfer by handcart or similar (depending upon location). • Re-routing of commercial traffic away from the tourist boat quay. • Developing improved sidewalks throughout the town. • Managing traffic flows where deemed appropriate, this may include one-way streets to increase areas of sidewalk available, and limiting delivery times of commercial traffic. • Designating "Heritage Buildings" to selected historic properties throughout the town, providing local bylaw protection against their demolition. Change of ownership for such buildings must be on the condition of renovation: change of use should be encouraged wherever possible, such as renovating art-deco warehouses for hotels, galleries or restaurants. Funding options to support this should be investigated. • A maximum hotel density for the town. Where possible new

		hotels should focus on renovation of existing plots.	
		<ul style="list-style-type: none"> Introducing an architectural style for the town to ensure new and renovated hotels are in-keeping with the Inlay Lake Region image, traditional architectural values where possible, appropriate height restrictions and so on. Introduce strict environmental guidelines for energy usage, water consumption, wastewater management and solid waste management. A long term plan should investigate centralised sewage management and waste treatment systems. 	
	Activities	<ul style="list-style-type: none"> Detailed community and stakeholder consultations Detailed site study Detailed GIS mapping of Nyaungshwe Investigation of Myanmar Planning Law Capacity building training and support to Township Departments Development of Heritage and construction guidelines Development of implementable management plan for Nyaungshwe incorporating the above as above Union level town planning workshop <p><i>Note: the project team should be based in Shan State</i></p>	
	Implementation	Town Planning specialist via development organisation embedded within/alongside District/Township level departments	
Financial information	Budget	Project Leader 3 months (Town Planning Specialist)	30,000
		Architect (20 days)	12,000
		Heritage Management Professional (20 days)	12,000
		Tourism Management Professional (20 days)	12,000
		Support Team (100 days)	10,000
		Training Capacity building support	8,000
		Office rental	3,000
		GIS Equipment & training	5,000
		Transport & accommodation	8,000
		Printing	3,000
		Miscellaneous	5,000
		Administration	7,500
		Total	115,500

1.4 Management Plan for Kalaw		
Location	<i>Kalaw</i>	
Total budget	\$88,800	
Time frame	2 months	
Project description	Objectives	<i>To develop a management plan for Kalaw that encompasses it's growth and development as a trekking/ tourism hub, protecting the town's</i>

	<i>significant built heritage, based upon Town Planning approaches</i>
Project Rationale	<p>Kalaw is developing and changing rapidly with the growth of the tourism industry. Kalaw is home to a high number of colonial heritage buildings and infrastructure, as well as colonial-era hotels, and heritage religious structures. It is also on the Thazi to Shwenyaung rail line, constructed in the early 20th century. This infrastructure and architecture is at risk of being lost with the pace of development.</p> <p>A detailed management plan for Kalaw Town is urgently needed, and should be conducted by a team consisting of town planner, architect, heritage professional and tourism management specialist. The geographical area should include the external environments of the town that include the "heritage" hotels. In addition to existing rules and regulations a management plan should address:</p> <ul style="list-style-type: none"> • Improving bus arrival/departure facilities with a shelter and information • Designating "Heritage Buildings" to selected historic properties throughout the town, providing local bylaw protection against their demolition. Change of ownership for such buildings must be on the condition of renovation: change of use should be encouraged wherever possible, such as renovating art-deco warehouses for hotels, galleries or restaurants. This should also include the heritage hotels outside of the main town. Funding options to support this should be investigated. • Improving the Kalaw Railway Station buildings and infrastructure. • A maximum hotel density for the town. Where possible new hotels should focus on renovation of existing plots, especially heritage buildings. • Introducing an architectural style for the town to ensure new and renovated hotels are in-keeping with the Inlay Lake Region image, traditional architectural values where possible, appropriate height restrictions and so on. • Introduce strict environmental guidelines for energy usage, water consumption, wastewater management and solid waste management. • A long term plan should investigate centralised sewage management and waste treatment systems.
Activities	<ul style="list-style-type: none"> • Detailed community and stakeholder consultations • Detailed site study • Detailed GIS mapping of Kalaw • Capacity building training and support to Township Departments • Development of Heritage and construction guidelines • Development of architectural guidelines • Development of implementable management plan for Nyaungshwe incorporating the above as above • Presentation workshops • Union level workshop

		<i>Note: the project team should be based in Shan State</i>	
	Implementation	Town Planning specialist via development organisation embedded within/alongside District/Township level departments	
Financial information	Budget	Project Leader 2 months (Town Planning Specialist)	20,000
		Architect (15 days)	9,000
		Heritage Management Professional (15 days)	9,000
		Tourism Management Professional (15 days)	9,000
		Support Team (70 days)	7,000
		Training Capacity building support	6,000
		Office rental	2,000
		GIS Equipment & training	5,000
		Transport & accommodation	8,000
		Printing	3,000
		Miscellaneous	5,000
		Administration	5,800
	Total	88,800	

1.5 Set-up System to Forecast Tourism Growth & Overhaul of the Inlay Zone Entrance Fee			
Location	<i>Shan State</i>		
Total budget	\$79,000		
Time frame	2 months		
Project description	Objectives	<i>Review and replace current fee collection system to collect accurate visitor data ensuring maximum financial transparency</i>	
	Project Rationale	The current system of entrance ticket collection at point of entry in Nyaungshwe and Inntien is inadequate for recording tourism arrivals and is open to corruption: currently tickets are sold at these locations to international visitors only, and there is no requirement for checking of tickets throughout the Zone Area. The ticket system could and should be overhauled to extract number and movement data from visitors	
	Activities	<ul style="list-style-type: none"> • Review current fee system • Consult on options for improvement as based in DMP • Investigate legal issues • Renegotiate fee contract • Set up scheme • Training on data gathering and processing • Support on development of data review, analysis and presentation • Re-design of ticket 	
	Implementation	Would be a key function of a DMO. Should include fee collection and Inlay Lake rust Fund Committee as well as township development committee. Support by international specialists.	
Financial information	Budget	Project leader: Tourism/finance/concessions specialist (30 days)	18,000

	Project Assistant (40 days)	6,000
	Designer (5 days)	2,000
	Legal consultant (5 days)	3,000
	Meetings	6,000
	Training on data management, review and presentation	10,000
	Focus group discussions	6,000
	Publicity and consultations	6,000
	Fee equipment	3,000
	Printing	2,000
	Transport & accommodation	8,000
	Miscellaneous	4,000
	Administration	5,000
	Total	79,000

1.6 System to Review Tourism Investment and Proposals			
Location	<i>Region-wide</i>		
Total budget	\$106,000		
Time frame	Over 1 year		
Project description	Objectives	<i>Provide training to the DMO/regional decision makers on review of tourism investment and proposals</i>	
	Project Rationale	<p>A system to review for new tourism activities, investments and proposals is required. In addition to the guidelines set within this plan, all new investments must adhere to the Myanmar Responsible Tourism Strategy and the Myanmar Community Involvement in Tourism Policy. This should include comprehensive Environmental Impact Assessment where appropriate.</p> <p>This would be a key function of a DMO to coordinate a review committee comprising respected regional stakeholders, and link to community consultations as highlighted in Strategy 6.</p>	
	Activities	<ul style="list-style-type: none"> • Develop simple system o evaluate proposals based on environmental, social, cultural and visual impacts • Identification of stakeholders to review investment proposals in a transparent format: this must be open to public scrutiny • Provide expert support to investment proposals for 1 year 	
	Implementation	This action has been designed as a function of the DMO. However, this may not take place immediately. In the meantime regional stakeholders and decision makers will need to be identified as to clear responsibility for new development and investment decision making and transparency.	
Financial information	Budget	Project leader (Urban planning/impact assessment specialist) 40 days over 1 year	28,000
		Environmental Impact Assessment Specialist 40 days 1 year	24,000
		Project Assistants x 2 120 days over 1 year	12,000
		Support to regional decision makers (meetings, trainings and consultations)	12,000
		Transport & accommodation	15,000
		Miscellaneous & Printing	8,000
		Administration	7,000

		Total	106,000
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1.7 Heritage Site-Specific Management Plans

Location	Region-wide		
Total budget	\$82,000		
Time frame	4 months		
Project description	Objectives	<i>To develop world-class heritage site management plans for key regional heritage sites</i>	
	Project Rationale	<p>The Inlay Lake Region is comprised of a significant number of heritage sites that combined make this one of Myanmar's most unique, diverse and attractive destinations. Currently there are no or limited tourism management plans for these heritage sites, which are thus at the risk of damage from tourism. Sites prioritised for management plans include:</p> <ul style="list-style-type: none"> • Pindaya Caves • Kekku Pagoda Complex • Inntien Pagoda Complex (issues include debate over restoration or ruin consolidation) • Samkar Pagoda Complex (suffering from water damage to foundations) 	
	Activities	<ul style="list-style-type: none"> • Detailed site assessments throughout region • Community consultations • Site manager workshops • Heritage Management Training • Development of detailed site management plans 	
	Implementation	Site-level and with Department of Culture as appropriate, supported by heritage professionals	
Financial information	Budget	Project leader (Heritage Professional) 60 days	36,000
		Project Assistant 80 days	8,000
		Transport & accommodation	10,000
		Training events & workshop	10,000
		Equipment	5,000
		Reporting	5,000
		Miscellaneous	3,000
		Administration	5,000
	Total	82,000	

1.8 Visitor Management support to Religious Sites and Buildings

Location	Region-wide		
Total budget	\$46,000		
Time frame	2 months in addition (an add-on project) to Action 1.7		

Project description	Objectives	<i>To develop world-class heritage site management plans for key religious heritage sites</i>	
	Project Rationale	<p>Inlay Lake Region's diverse range of religious structures include working monasteries, pagodas, payas, mosques and churches and other sites, each integral to the area's diverse cultural heritage. This plan should not impose management structures over religious heritage, but should seek to support it where possible and required.</p> <p>Religious buildings and sites make up one of the region's key tourism assets and are under the responsibility of the appropriate religious authority for their management and maintenance. Many visitors to such sites are visiting for religious reasons, others are not. Such sites would benefit from visitor management expertise.</p> <p>A system to support visitor management at religious sites should be investigated and implemented upon the wish of existing management authorities.</p>	
	Activities	<ul style="list-style-type: none"> • Consultations with religious leaders and senior religious site management boards • Identification of issues and development of potential solutions • Religious leader workshops • Heritage Management Training • Development of detailed site management plans appropriate for religious sites 	
	Implementation	Site-level with relevant religious leaders and Department of Culture as appropriate, supported by heritage professionals. Project should be in addition and complementary to Action 1.7	
Financial information	Budget	Project leader (Heritage Professional) 10 days	6,000
		Religious Heritage Management Specialist 30 days	18,000
		Project Assistant 30 days	3,000
		Transport & accommodation	6,000
		Training events & workshop	5,000
		Reporting	3,000
		Miscellaneous	2,000
		Administration	3,000
Total	46,000		

1.9 Development of Sustainable Management Practice in Tourism Developments: Environmental Audit Team

Location	<i>Region-wide</i>	
Total budget	\$90,000	
Time frame	6 months	
Project description	Objectives	<i>To train a regional Environmental Audit Team, develop regionally appropriate environmental standards and conduct audits on businesses throughout the region</i>
	Project Rationale	Guidelines should be developed that include a code of practice for hotels, businesses and public facilities for the following:

		<p>New Building Design</p> <ul style="list-style-type: none"> • Incorporate low-energy designs, such as use of low-energy and low-water use technologies and natural ventilation systems. • Use solar water heating and solar electricity panels. • Use smart design to orientate building as best as possible to deal with over-heating from sun. <p>Electricity Usage</p> <ul style="list-style-type: none"> • Use fixtures and fittings that minimise electricity use. • Inform visitors of Myanmar's electricity shortage crisis. • Ensure unused systems in hotel rooms, such as room fridges and extra lighting are switched off when not in use. • Minimise use of generators where possible. <p>Water Resources</p> <ul style="list-style-type: none"> • Internal water efficiency programs and water-saving technology in rooms, facilities and attractions. • Encouraging minimal use of detergents in tourism businesses and investigating "environmentally friendly" alternatives. • Recycling of grey water should be included, and rainwater systems encouraged. • Each facility should have tertiary treatment of black water, and wetland treatment of any water being discharge back to the lake or watershed streams. <p>Cooking Fuel</p> <ul style="list-style-type: none"> • Minimise the use of fuel wood and use gas where possible. <p>An Environmental Auditing Team would be recruited, trained and conduct an energy and water use audit of hotels and restaurants in the regions, and develop practical, region specific solutions to operators. Environmentally smart technologies must be built into new properties, and guidelines should be developed for this. This could be part of a "Green Inlay" campaign where best operators are awarded for their environmental efforts.</p>		
	Activities	<ul style="list-style-type: none"> • Develop regionally appropriate guidelines and audit system • Recruit and train Environmental Audit Team • Conduct regional environmental audits • Publish results regionally 		
	Implementation	The team would be trained by environmental development specialists then conduct audits throughout the region independently		
Financial information	Budget	Project Leader & environmental audit specialist 30 days	21,000	
		Training Leader 20 days	8,000	
		Environmental Team 4x regional staff 6 months	24,000	
		Transport & accommodation	20,000	
		Printing & Publicity	8,000	
		Miscellaneous	3,000	
		Administration	6,000	
		Total	90,000	

1.10 Support to Operate the Inlay Lake Hotel Zone Within Existing Legal Framework			
Location	Region-wide		
Total budget	\$39,500		
Time frame	2 months		
Project description	Objectives	<i>To ensure the Inlay Lake Hotel Zone is presents best practice in development and land use issues</i>	
	Project Rationale	<p>The Inlay Lake Hotel Zone is an ambitious project aimed at solving the needs of future development of the hotel sector for the long term. Design of the hotel zone has included various environmental and social safeguards: resources should be allocated to support the sustainable development and management of the hotel zone.</p> <p>If required a specific Inlay Lake Hotel Zone Support Project could be designed.</p> <p>Key areas of support should include:</p> <ul style="list-style-type: none"> • Involving local communities in the zone through employment and training support for hotels and maintenance. • Developing a regionally appropriate architectural design brief and guidelines. • Developing any compensation systems to international standard. • Designing systems to ensure water and electricity supply includes capacity for additional supply to nearby villages. • Designing sanitation systems and tertiary waste treatment process ending in wetland filtration stage, water clean enough for irrigation or return to lake. • Designing a waste management to incorporate organic recycling (products returned to nearby farmers), recycling of containers, landfill and incineration with additional capacity for local floating villages without sufficient suitable land (including cremation service). • Designing landscaping to promote local native plants, protect against erosion, plant profitable boundaries with species available for food, fibre, fuel use by hotels and adjacent villages. 	
	Activities	<ul style="list-style-type: none"> • Review of progress to date • Targeting technical and training support as required • developing specific assistance plans if/as required 	
	Implementation	To be implemented with the cooperation of the Inlay Lake Hotel Zone Management Committee if required	
Financial information	Budget	Project leader: environmental development specialist 30 days (initial assessment)	21,000
		Project assistant 40 days	4,000
		Transport & accommodation	6,000
		Meeting facilitation	2,000
		Development of detailed assistance report	2,000
		Miscellaneous	2,000
		Administration	2,500
		Total	39,500

1.11 Boat Traffic Management Plan			
Location	<i>Inlay and Samkar Lakes</i>		
Total budget	\$29,000		
Time frame	1 month		
Project description	Objectives	<i>Develop an appropriate management plan for the long term sustainable development of boats and boat traffic on Inlay and Samkar Lakes</i>	
	Project Rationale	<p>Boats are a key feature of the Inlay Lake experience, however boat traffic is growing rapidly (with over 4,000 boat movements per day in the Namlet channel serving Nyaungshwe) and requires improved management for a world-class destination. Current technology is old, polluting and noisy. Boat drivers are poorly paid and trained, often relying on commissions from souvenir shops and restaurants to supplement daily incomes of 2,000 Kyats.</p> <p>Boat construction remains an on-lake industry which should be preserved. However the demand for wood will increase with boat operations, therefore options to source sustainable managed wood should be sought.</p>	
	Activities	<ul style="list-style-type: none"> • Review of current boat traffic • Review of current boat value chain • Investigation of sustainable options • Design of boat zonation • Workshop/public consultation of boat management 	
	Implementation	To be implemented with transport management authorities and private sector operators	
Financial information	Budget	Project Leader & boat management specialist 20 days	12,000
		Project assistant 20 days	2,000
		Consultation workshops x2	5,000
		Boat zonation planning	2,000
		Transport & accommodation	4,000
		Miscellaneous & Printing	2,000
		Administration	2,000
		Total	29,000

Strategy 2: Infrastructure Development

Tourism, the visitor economy and local communities all require significant improvements in the present level of infrastructure in order to sustainably develop the Inlay Lake Region as a world class destination. Current infrastructure is poor and in many cases inadequate compared to similar destinations: developing the infrastructure of the Inlay Lake Region is a significant challenge.

Infrastructure development is a long term requirement, requiring allocation of significant financial resources. Development of power stations typically may take up to ten years from conception to first production of electricity, and thus there will be a time lag for such infrastructure to be developed and come on-line. This does however, allow for the early implementation of climate-friendly technologies and to reduce consumption requirements from enterprise.

Objectives

To sustainably develop and manage the Inlay Lake Region's infrastructure maximising the use of low-carbon technologies whilst providing excellent services to the regions businesses and communities.

Actions:

2.1 Create a Detailed Inlay Regional Transport Plan

2.2 & 5,3 Electricity & Water Supply Strategy

2.4 Communications Technology Strategy

2.5 Investigate Regional Bus Services

Total Strategy Cost: \$267,000

2.1 Create a Detailed Inlay Regional Transport Plan			
Location	Region-wide		
Total budget	\$80,000		
Time frame	3 months		
Project description	Objectives	<i>To develop an appropriate regional transport plan that is able to meet the demands of future regional growth.</i>	
	Project Rationale	A detailed integrated transport and infrastructure upgrade plan is required for the region. This should include Road, Rail and Air.	
	Activities	<ul style="list-style-type: none"> Review of current transport infrastructure Focus group meetings with relevant authorities Focus group meetings with private sector providers Site surveying and trends analysis Presentation of transport report in Nay Pyi Taw and Taunggyi 	
	Implementation	To be conducted by transport planning specialist	
Financial information	Budget	Project leader: transport infrastructure specialist 60 days	36,000
		Project Assistant 60 days	9,000
		Focus group meetings x10	15,000
		Transport & accommodation	12,000
		Miscellaneous & Printing	3,000
		Administration	5,000
		Total	80,000

2.2 - 2.3 Electricity and Water Strategy			
Location	Region-wide		
Total budget	\$165,000		
Time frame	5 months		
Project description	Objectives	<i>To develop a comprehensive energy, water and waste water strategy for the Inlay Lake Region</i>	
	Project Rationale	<p>Long term solutions will need to be sought to solve the region's long term electricity requirements. A detailed energy use strategy for the region is required. As part of this a system of auditing the use of electricity in buildings throughout the region should be investigated. Energy saving expertise is available and should be utilised. As part of this a visitor awareness campaign highlighting the realities of the electricity situation should be included.</p> <p>Groundwater and supply from the region's watershed are limited. A detailed water capacity assessment should take place to fully understand the needs of water for the next ten years. Water management advice should be made available to hotels and displayed to customers.</p>	
	Activities	<ul style="list-style-type: none"> • Electricity demands and usage assessment • Water demands and usage assessment • Set up water use appraisal system • Set up power use appraisal system • Water use awareness campaign • Energy awareness campaign 	
	Implementation	Will be a medium-sized project with three key components: assessments, usage appraisal tools and marketing campaign.	
Financial information	Budget	Project Leader 50 days	30,000
		Project Assistant 80 days	12,000
		Electricity Assessment Specialise 20 days	14,000
		Water Use Assessment Specialist 20 days	14,000
		Marketing Specialist and design team (for awareness campaign)	20,000
		Awareness campaign	20,000
		Energy and water appraisals	15,000
		Site assessments	15,000
		Transport & accommodation	20,000
		Miscellaneous & Printing	8,000
		Administration	11,000
Total	165,000		

2.4 Communications Technology Strategy: to be a function of DMO & private sector development

2.5 Investigate Regional Bus Services - Feasibility Study			
Location	Region-wide		
Total budget	\$22,000		
Time frame	1 month		
Project description	Objectives	To conduct a feasibility study to develop a regional bus service	
	Project Rationale	Investigation should be made into the feasibility of regional bus services to improve connectivity for independent travellers and remoter accommodation. Feasibility studies should be conducted on the following routes for commercial viability: <ul style="list-style-type: none"> • Inlay Lake Bus Service: Linking lakeside resorts to Nyaungshwe, particularly in the evening. This would provide guests with the opportunity of visiting Nyaungshwe in the evening to make use of restaurants and other evening activities. This would link to the Inlay Lake Hotel Zone when completed. • Nyaungshwe to Pindaya • Kalaw - Nyaungshwe - Taunggyi - Kekku 	
	Activities	<ul style="list-style-type: none"> • Conduct a bus service demand study • Develop a detailed proposal to develop a profitable (break-even minimum) tourist bus service in the region 	
	Implementation	This would be implemented as a stand alone project, output to be developed for potential commercial sector operators.	
Financial information	Budget	Project leader (Transport Specialist) 15 days	7,500
		Project Assistance 20 days	3,000
		Focus Group Meetings	2,000
		Transport & accommodation	6,000
		Miscellaneous & Printing	2,000
		Administration	1,500
		Total	22,000

Strategy 3: Human Resource Development

Tourism is a service industry and by its nature is "people focused": indeed the people of the Inlay Lake Region are its greatest asset and should receive the education, training and support they deserve in this flagship destination.

Objectives

To provide a motivated and well trained visitor economy workforce that is competitive, knowledgeable and able to meet the demands of a world-class destination.

Actions:

3.1 Risk Assessment and Incident Planning Training

3.2 Develop an Inlay Lake Region Technical and Vocational Education and Training (TVET) School

3.3 Develop a Mobile TVET Unit

3.4 Sponsorship for Inlay Lake Region residents to receive managerial level training

3.5 Training for Regional Departmental Managers on Destination Management

3.6 Communications Technology

Total Strategy Cost: \$2,575,375

3.1 Risk Assessment and Incident Planning Training		
Location	Region-wide	
Total budget	\$173,000	
Time frame	9 months	
Project description	Objectives	To ensure adequate health and safety of visitors to the region
	Project Rationale	<p>The health, safety and wellbeing of visitors is of key concern to the Myanmar Government and vital to a competitive and sustainable destination. Risk Assessment is the process of analysing activities and scenarios to evaluate what could go wrong, how severe it could be and how to mitigate such risks. Incident Planning is preparation for when things do go wrong: inevitably with a destination receiving over 100,000 visitors annually there will be accidents, injuries and deaths. Planning for such situations will help reduce risks and allow for smooth and rapid responses to incidents, saving lives.</p> <p>Private Sector (& CSO, NGO etc.) Risk Assessment and Incident Planning Training Private sector operators, local CSOs, community organisations and NGOs should be offered risk assessment and incident planning training. This will be especially important for organisations that lead tourists into remoter areas, but is still very relevant for in-town and close to town visits.</p> <p>Emergency Service Risk Assessment and Incident Planning In addition to existing plans, training should include:</p>
	Activities	<ul style="list-style-type: none"> Comprehensive assessment of risks and incident planning across all relevant sectors Assessment of incident planning with emergency response services Development of risk assessment and incident planning training and guidelines for private sector

		<ul style="list-style-type: none"> • Development of risk assessment and incident planning curricula for emergency services and public sector • Delivery of private sector training • Delivery of public sector training 	
	Implementation	Training for public sector and emergency services should be conducted with a cooperation project from international emergency services: this has been conducted successfully in other countries.	
Financial information	Budget	Project leader (Risk assessment/ incident planning specialist) 50 days	25,000
		Project Assistant 50 days	7,500
		Sub-contract of emergency service/public sector training to specialist unit	50,000
		Development of Risk Assessment & Incident Planning curricula	25,000
		Training of Trainers (regional training team)	20,000
		Transport & accommodation	20,000
		Miscellaneous & Printing	15,000
		Administration	11,000
		Total	173,000

3.2 Develop an Inlay Lake Region Technical and Vocational Education and Training (TVET) School

Location	Region-wide	
Total budget	\$1,530,000	
Time frame	2 years	
Project description	Objectives	<i>To ensure the people of the Inlay Lake Region can provide excellent and equitable services to the tourism industry and visitor economy</i>
	Project Rationale	<p>As a flagship destination, a Tourism (Visitor Economy) training school would be a vital asset to the region.</p> <p>A locally based establishment would encourage local communities from the Inlay Lake Region to become involved within the tourism industry and wider visitor economy, and reduce the risk of "outsiders" taking jobs that could be sourced locally, thus providing sustainable livelihoods for the region.</p> <p>Skills training provided must be relevant and match the needs of local industry from all levels: key to success will be private sector liaison and involvement from the outset. Training provided should be certificated and valuable, with protection against corruption. Courses should reflect all levels of ability and literacy, with curriculum designed for those who already work, require continued professional development or skills enhancement. Curricula should include:</p> <ul style="list-style-type: none"> • All aspects of hotel operation • Restaurant skills, cooking and food handling • Financial management • IT and social media usage • Carpentry skills • Electrical and Mechanical Skills

		<ul style="list-style-type: none"> • Vehicle Maintenance • Tour Guiding • Driving for tourism • Physical therapies and beauty treatments 																
	Activities	<ul style="list-style-type: none"> • Conduct detailed feasibility study including sustainable financing plan • Selection and development of premises • Development of curricula • Selection and training of staff • Student recruitment • Three year operation budget 																
	Implementation	A detailed feasibility study for such an establishment should take place that would include liaison with potential donors and sponsors. Such an establishment would be a significant undertaking requiring recruitment of staff, training, curriculum development and sustainable financing.																
Financial information	Budget	<table border="1"> <tr> <td>Feasibility study</td> <td>80,000</td> </tr> <tr> <td>Development of Premises</td> <td>500,000</td> </tr> <tr> <td>Development of curricula</td> <td>250,000</td> </tr> <tr> <td>Training and selection of staff</td> <td>100,000</td> </tr> <tr> <td>Student recruitment</td> <td>50,000</td> </tr> <tr> <td>Operation Budget for 3 years</td> <td>450,000</td> </tr> <tr> <td>Project Management</td> <td>100,000</td> </tr> <tr> <td>Total</td> <td>1,530,000</td> </tr> </table>	Feasibility study	80,000	Development of Premises	500,000	Development of curricula	250,000	Training and selection of staff	100,000	Student recruitment	50,000	Operation Budget for 3 years	450,000	Project Management	100,000	Total	1,530,000
Feasibility study	80,000																	
Development of Premises	500,000																	
Development of curricula	250,000																	
Training and selection of staff	100,000																	
Student recruitment	50,000																	
Operation Budget for 3 years	450,000																	
Project Management	100,000																	
Total	1,530,000																	

3.3 Develop a Mobile TVET Unit								
Location	<i>Region-wide</i>							
Total budget	\$440,000							
Time frame	1 year (second year of TVET school timeframe)							
Project description	Objectives	<i>To ensure those who cannot travel for training receive high quality provision in their home communities</i>						
	Project Rationale	Outreach of the TVET establishment to remoter communities will be a key function: geographic disadvantage is a key issue in the region, with few people from hill communities able to travel to central locations to receive training. Many remote locations worldwide have overcome such issues by providing mobile training facilities where trainers travel to communities to provide block release or day release style vocational training.						
	Activities	<ul style="list-style-type: none"> • Feasibility study including sustainable financing study • Development of portable curricula • Training of trainee team • Development of mobile training unit (van/similar suitable facility) 						
	Implementation	A mobile TVET unit would be an integral part of the regional TVET School (Action 3.2) and should be incorporated into its feasibility study.						
Financial information	Budget	<table border="1"> <tr> <td>Feasibility study</td> <td>40,000</td> </tr> <tr> <td>Development of curricula</td> <td>50,000</td> </tr> <tr> <td>Recruitment and training of team (4x trainers)</td> <td>100,000</td> </tr> </table>	Feasibility study	40,000	Development of curricula	50,000	Recruitment and training of team (4x trainers)	100,000
Feasibility study	40,000							
Development of curricula	50,000							
Recruitment and training of team (4x trainers)	100,000							

	Purchase and fitting of mobile training van	100,000
	First year operations budget	100,000
	Project management	50,000
	Total	440,000

3.4 Sponsorship for Inlay Lake Region residents to receive managerial level training			
Location	<i>Region-wide</i>		
Total budget	13,375		
Time frame	\$1 month		
Project description	Objectives	<i>To ensure regional community members have the opportunity to receive managerial training</i>	
	Project Rationale	Developing higher quality employment for the regional population will be vital to developing local higher quality employment to the region, creating career paths and goals for entry level staff. A fund should be developed that provides financial resources for mid-level managerial positions upward, reserved for residents and ethnic minorities from the region, to study higher-level courses outside the region/country. This should be on the condition of return to implement skills.	
	Activities	<ul style="list-style-type: none"> • Development of a sponsorship/trust fund plan • Sourcing of sponsorship • Developing selection criteria 	
	Implementation	The project would need to be implemented by a suitable local organisation: it has been specifically designed to be incorporated into the activities of a DMO	
Financial information	Budget	Project research consultant 15 days	7,500
		Project Assistant 20 days	2,000
		Transport & accommodation	2,000
		Miscellaneous & Printing	1,000
		Administration	875
		Total	13,375

3.5 Training for Regional Departmental Managers on Destination Management			
Location	<i>Region-wide</i>		
Total budget	\$292,500		
Time frame	2 years		
Project description	Objectives	<i>To ensure regional government department officers have the skills to manage the Inlay Lake Region Destination</i>	
	Project Rationale	<p>Public sector staff will require significant skills upgrading to manage change and implement action described under this DMP. Destination management is complex and requires specialist skills.</p> <p>A comprehensive public sector skills needs assessment should take place, and training developed around such needs. Target skills will likely include:</p>	

		<ul style="list-style-type: none"> • Integrated Destination Management • Computer literacy • Cross sectoral communication • Town planning • Public sector resource management • Resource allocation • Participatory Rural Appraisal • Monitoring and evaluation • Data processing, analysing and management 	
	Activities	<ul style="list-style-type: none"> • Conduction of detailed Training Needs Assessment • Development of appropriate curricula • Training of Training Team (ToT) • Delivery of training at department level 	
	Implementation	Training to be developed by public sector training specialists	
Financial information	Budget	Project Leader (Training Manager) 100 days	60,000
		Project Assistant 125 days	18,750
		Development of curricula and materials (sub-contracted)	50,000
		Selection and Training of Training Team	25,000
		Delivery of training region-wide	50,000
		Transport & accommodation	50,000
		Miscellaneous & Printing	20,000
		Administration	19,000
		Total	292,500

3.6 Communications Technology			
Location	<i>Region-wide</i>		
Total budget	\$126,500		
Time frame	18 months		
Project description	Objectives	<i>To provide regional tourism operators access to communication-technology</i>	
	Project Rationale	<p>Telecommunications and Internet access is currently poor in the region, however the situation is developing rapidly with the deregulation of the mobile communication network and upgrading of Internet services. This will present significant opportunities for regional operators to join with the modern communication age, however the region is at a significant competitive disadvantage.</p> <p>It is proposed to develop a regional communications training programme, focusing on use of computers, Internet, email and social media. This could be developed to provide training on smartphone app design and be linked to the marketing and interpretation plans.</p>	
	Activities	<ul style="list-style-type: none"> • Development of training curricula • Provision of training room • Marketing training services to regional private sector • Training a training team • Delivery of training for 1 year 	
	Implementation	This action has been designed to be a function of a DMO and implemented as a training facility for local business	

Financial information	Budget	Project Leader (IT Training specialist) 30 days	18,000
		Project Assistant 50 days	7,500
		Development of training criteria	15,000
		Room/premises hire regionally	6,000
		Purchase of computers/tablets	15,000
		Training of Trainers (team of 2)	15,000
		Delivery of training for 1 year	24,000
		Transport & accommodation	10,000
		Miscellaneous & Printing	8,000
		Administration	8,000
		Total	126,500

Strategy 4: Marketing and Promotion

Marketing is the process of communicating the value of the Inlay Lake Region with the objective of selling the region's products and services to potential visitors. It is the process of matching what the region has to offer with people who are genuinely interested in visiting to experience the region's cultural and natural heritage. Marketing will be a key function of a Destination Management Organisation.

Objectives

To attract visitors that wish to celebrate the beauty and diversity of the Inlay Lake Region's cultural and natural heritage and contribute positively to the region's visitor economy.

Actions:

4.1 Develop an Inlay Region Brand

4.2 Develop an Inlay Region Marketing Plan

4.3 Develop an Inlay Lake Region Website

4.4 Provide Marketing Support to Private Sector and Attractions

4.5 Tourism Map and Booklet

4.6 Upgrade Inlay Lake Zone Fee Ticket Design

Total Strategy Cost: \$266,000

4.1 Develop an Inlay Region Brand			
Location	Region-wide		
Total budget	\$48,000		
Time frame	3 months		
Project description	Objectives	<i>Development of an Inlay Lake Regional Brand that encompasses the diversity of the region</i>	
	Project Rationale	As an iconic flagship destination it will be important to develop a strong destination brand. This should begin with the design of an Inlay Lake Regional Logo. This could be developed as a school or commercial competition, but would ultimately require high quality logo design/marketing company to process designs to a professional standard. The logo should encompass the cultural diversity and natural beauty of the region. This will require input from a Destination Marketing Specialist.	
	Activities	<ul style="list-style-type: none"> Stakeholder consultations Design of a "brand" logo and branding document Brand launch event 	
	Implementation	This should be completed by a destination marketing organisation	
Financial information	Budget	Project Leader (Destination Marketing/Brand Development specialist 20 days	14,000
		Project Assistant 30 days	3,000
		Design team	10,000
		Stakeholder consultations	5,000
		Launch event	5,000
		Transport & accommodation	5,000
		Miscellaneous & Printing	3,000
		Administration	3,000
		Total	48,000

4.2 Develop an Inlay Region Marketing Plan			
Location	Region-wide		
Total budget	\$71,500		
Time frame	3 months		
Project description	Objectives	<i>Develop a high quality regional marketing plan that tailors the region to those who wish to visit for heritage values</i>	
	Project Rationale	A marketing plan should be developed based upon criteria set within this DMP. The objective of the plan would be to create an identifiable image and branding campaign, targeting the key market segments identified in this DMP. Marketing is an activity that should utilise professional marketing experience.	
	Activities	<ul style="list-style-type: none"> • Regional stakeholder consultations • Plan development, including implementation strategy • Launch event 	
	Implementation	A Destination Marketing specialist/team should be recruited for the task	
Financial information	Budget	Project leader 20 days	14,000
		Destination Marketing Team Lump sum	25,000
		Development of marketing plan	10,000
		Launch event	5,000
		Transport & accommodation	8,000
		Miscellaneous & Printing	5,000
		Administration	4,500
		Total	71,500

4.3 Develop an Inlay Lake Region Website			
Location	Region-wide		
Total budget	\$101,000		
Time frame	6 months		
Project description	Objectives	<i>To develop a first-class regional tourism website, integrating social media, with a wide take up from regional businesses</i>	
	Project Rationale	An Inlay Lake Regional Website is essential to the modern marketing of the destination. A webpage design team should be contacted to design an appropriate website based upon this DMP. This should include the integration of social media including twitter, facebook, renren and sina weibo.	
	Activities	<ul style="list-style-type: none"> • Stakeholder consultations (linked to 4.1) to determine private sector needs • Development of web-design • Incorporation of businesses into website: regional business meetings • Web-development and social media training to private sector • Training and handover to DMO 	
	Implementation	To be created by a web design team with support of facilitated stakeholder consultations: long term website management to be overseen by the DMO	

Financial information	Budget	Project leader (Business facilitator) 20 days	12,000
		Web-design & training specialist 50 days	25,000
		Project Assistant 50 days	7,500
		Stakeholder consultations	10,000
		Regional training workshops x 10	20,000
		Training to DMO	4,000
		Transport & accommodation	8,000
		Miscellaneous & Printing	8,000
		Administration	6,500
		Total	101,000

4.4 Provide Marketing Support to Private Sector and Attractions - Action would be a core function of a DMO

4.5 Tourism Map and Booklet - Commercial Partnership			
Location	<i>Region-wide</i>		
Total budget	\$45,500		
Time frame	3 months		
Project description	Objectives	<i>To develop a regional tourism map and create a design brief for a regional tourism map and booklet to be commercially operated.</i>	
	Project Rationale	A high quality tourism map and incorporated tourism information booklet, linking products and services is required as a priority for the Inlay Lake Region. The publication should also include some basic interpretation of the region and act as a basic but high standard map.	
	Activities	<ul style="list-style-type: none"> • Design a regional tourism map, encompassing key regional attractions and businesses • Develop a brief guidebook-style content design for the region, including a dos and donts • Compile a design brief for a commercially operated guidebook using the map and guidebook content developed • Seek a commercial operator to take over the booklet and update periodically via advertisement revenue 	
	Implementation	A design specialist/mapping team will be needed to design the map and book content. Printing and updates will be handed over to a commercial operator	
Financial information	Budget	Project leader (Map design specialist) 20 days	12,000
		Interpretation Specialist 10 days	6,000
		Project Assistant 30 days	4,500
		Publication & Printing (initial printing of 5,000)	12,000
		Transport & accommodation	6,000
		Miscellaneous & Printing	2,000
		Administration	3,000
		Total	45,500

4.6 Upgrade Inlay Lake Zone Fee Ticket Design - To be incorporated within Action 1.5

Strategy 5: Business Development & Support

Private sector establishments provide the face of the visitor economy and must be supported in their activities: the Private Sector must be nurtured and encouraged to develop responsibly as the backbone of the Inlay Lake Region's development.

Objectives

To support private sector businesses to be competitive, deliver a high quality service and facilitate access to high quality training, business development support and marketing.

Actions:

5.1 Establish an Inlay Region Business Forum

5.2 Entrepreneurial Training

5.3 Supporting MSME Development Services

Total Strategy Cost: \$270,500

5.1 Establish an Inlay Region Business Forum		
Location	Region-wide	
Total budget	\$51,500	
Time frame	6 months	
Project description	Objectives	<i>To develop a regional business communications forum</i>
	Project Rationale	<p>A key function of a DMO would be to act as a Chamber of Commerce for local business. The Inlay Lake Region Business Forum would be a network of local businesses with the specific objective of developing and furthering business interests, providing an opportunity for business issues to be implemented into policy, and form a key management and advisory role to the DMO. It would also provide a conduit to deliver training and support suggested within this DMP.</p> <p>The Business Forum should be divided into township based chapters and meet regularly on an agreed basis. Membership should consist of key private sector operations including accommodation, restaurants, souvenir shops and tour operators/activity providers. The forum must work together by sharing information, providing sustainability trainings and assist in marketing and promotion of sustainable MSME (Micro &, Small to Medium Sized Enterprise) business group members.</p> <p>A constitution should be developed and with management committee. Its role would include distribution of information and liaison with a DMO and relevant authorities, as well as focusing training and development support and being a voice for business.</p>
	Activities	<ul style="list-style-type: none"> Consult with businesses and review existing business associations etc as to an appropriate structure Hold 3 regional start-up meetings Development of forum communications strategy Development of a sustainable financing strategy for the forum
	Implementation	To be lead by business development specialists: the forum should be overseen by the DMO

Financial information	Budget	Project leader (business development specialist) 30 days	18,000
		Project assistant 50 days	7,500
		Stakeholder consultations	8,000
		Communications and financing strategies	3,000
		Training of DMO Staff	4,000
		3 regional start up meetings	6,000
		Transport & accommodation	8,000
		Miscellaneous & Printing	3,000
		Administration	4,000
		Total	51,500

5.2 Entrepreneurial Training			
Location	<i>Region-wide</i>		
Total budget	\$80,000		
Time frame	3-6 months dependent on TNA		
Project description	Objectives	<i>To provide high quality entrepreneurship training to regional business and those who wish to develop business</i>	
	Project Rationale	<p>Entrepreneurship training is designed to help inspiring entrepreneurs with business ideas as well as established enterprises looking for opportunities to expand and improve their business. Such training has become a popular and useful addition to donor-funded business support programmes, with pilots having taken place in the Inlay Lake Region during early 2014 with positive feedback.</p> <p>It is proposed to develop a regional entrepreneur training programme on demand to private sector and business start ups. This will require an initial survey of potential trainees and development of an implementation plan. Feedback from training would be fed back into the Business Forum and DMO.</p>	
	Activities	<ul style="list-style-type: none"> • Training needs assessment • 10 x regional entrepreneurial training workshops direct to business and potential businesses • Training of DMO/business service providers as Training of Trainers 	
	Implementation	To be conducted by external Entrepreneurial training specialists	
Financial information	Budget	Project Leader (Oversight role) 10 days	6,000
		Training needs assessment: Leader & Assistant 20 days each	12,000
		Training package	50,000
		Transport & accommodation	5,000
		Miscellaneous & Printing	2,000
		Administration	5,000
		Total	80,000

5.3 Supporting MSME Development Services			
Location	<i>Region-wide</i>		
Total budget	\$139,000		
Time frame	1 year		
Project description	Objectives	<i>Enable the DMO to provide support services to regional businesses</i>	
	Project Rationale	<p>The DMP should seek to provide support to existing and potential businesses, for both upgrading services and business start-ups including specific support to Micro and Small to Medium Sized Enterprises (MSMEs). This would likely fall under the remit of a DMO, but may also be a stand alone project. Support to business should include:</p> <ul style="list-style-type: none"> • Market access • Financial management • Business planning • Business start up Support • Investment advice • Business registration advice 	
	Activities	<ul style="list-style-type: none"> • Develop business training package and tools to be used by DMO staff to support local businesses • Provide an international business expert to support DMO training and capacity building for 1 year • Provide a regional business outreach service • Support activities for 1 year (to be continued by DMO) • Training of DMO specialist staff • Development of long-term implementation/funding plan 	
	Implementation	This action would see the training of DMO staff in the provision of vocational business training skills	
Financial information	Budget	International business specialist secondment (1 year)	40,000
		Development of business training package and tools	20,000
		DMO training	15,000
		Outreach service and regional business training for 1 year	30,000
		Transport & accommodation	15,000
		Miscellaneous & Printing	10,000
		Administration	9,000
		Total	139,000

Strategy 6: Community Empowerment

A primary goal of this DMP is to seek ways of maximising the benefits local communities receive from tourism and the visitor economy. Myanmar has developed comprehensive community support and development policies regarding tourism, this DMP seeks to maximise and encourage their implementation.

Objectives

To ensure the equitable participation of host communities in the tourism development decision making process and to ensure benefits of tourism reach them.

Actions:

6.1 Encourage Implementation of the Myanmar Responsible Tourism (RT) Strategy and Community Involvement in Tourism (CIT) Policy

6.2 Establish Localised Community Tourism Committees

6.3 Tourism Awareness Training and Gender Training

6.4 Set up a Land Use Forum

6.5 Implement Language Improvement Programme in Communities

Total Strategy Cost: \$656,500

6.1 Encourage Implementation of the Myanmar Responsible Tourism (RT) Strategy and Community Involvement in Tourism (CIT) Policy			
Location	Region-wide		
Total budget	\$90,500		
Time frame	6 months		
Project description	Objectives	Create regional awareness of the Myanmar Responsible Tourism Plan and the Myanmar Community Involvement in Tourism Policy	
	Project Rationale	<p>Myanmar is unique in ASEAN in having developed and implemented the above RT Strategy and CIT Policy after extensive research and stakeholder consultation. Both provide frameworks, position statements, guidelines and criteria regarding sustainable and responsible tourism development that aims to benefit host communities and encourage responsible business operation.</p> <p>All tourism activities taking place within the region must adhere to these policies. It would be the responsibility of the DMO to coordinate implementation with relevant authorities.</p>	
	Activities	<ul style="list-style-type: none"> Design and hold a series of regional awareness workshops to private sector, CSOs and government departments at state through to township level, providing clear practical steps for policy implementation. 	
	Implementation	Working closely with the Ministry of Hotels and Tourism and the original authors of the strategy and policy	
Financial information	Budget	Project leader (Policy Specialist) 30 days	18,000
		Project Assistants (Trainers x 3) 150 days	22,500
		Consultations with authors and MoHT	2,000
		Training support and capacity building with MoHT	5,000
		20 x regional awareness workshops	20,000
		Transport & accommodation	12,000
		Miscellaneous & Printing	5,000

	Administration	6,000
	Total	90,500

6.2 Establish Localised Community Tourism Committees

Location	Region-wide	
Total budget	\$79,500	
Time frame	6 months with 3 year funding support	
Project description	Objectives	<i>To ensure communities at village level are active decision makers in the tourism development process</i>
	Project Rationale	<p>Local communities must be adequately represented as key stakeholders in the region's visitor economy. Localised Community Tourism Associations (CTCs) should be created to represent the interests of communities throughout the region, organised by geographical location. Developing such CTCs will be challenging to achieve effective and genuine community representation, however local communities are key stakeholders and must have a forum to provide input into the decision making process. Great care and attention to detail must be taken during initiation: members must be supported by community members and represent gender and income equality. CTCs would provide a conduit for community level training and project implementation.</p> <p>Key functions of CTCs would include:</p> <ul style="list-style-type: none"> • Setting and enforcing tourism related codes of practice, policies and strategies • Review and approve tourism related development in the landscape • Provide links to existing or potential businesses and local entrepreneurs • Target community level donor support and resources • Target project related training • Support community based tour guides <p>Creation of regional CTCs would be a significant undertaking, however once operational should provide a framework for ensuring tourism benefits more people over a larger area.</p> <p>A detailed feasibility study should take place including financial costings and sustainable financing to implement this action.</p>
	Activities	<ul style="list-style-type: none"> • Conduct detailed analysis of potentially using Village and Village Tract Committees to incorporate a Community Tourism Committee role • Develop a simple, replicable training programme/system to support these CTCs in disseminating information and delivering tourism awareness training with external support • Set up pilot CTCs in 10 communities throughout the Inlay Lake Region, and refine process • Provide basic funding to support these CTCs for three years
	Implementation	Local CTCs could be part of existing Village/Village Tract committees, however additional capacity support will be required: this action aims to

		provide support to these committees and extend them if necessary. Villages will vary in their exposure to tourism, thus a system will be designed to replicate as tourism expands.	
Financial information	Budget	Project Leader (Community Consultation Specialist) 40 days	24,000
		Project Assistants x 2 (Community Consultation Specialists) 100 days	15,000
		Feasibility Study	5,000
		Setting up CTCs x 10	10,000
		Financial support to CTCs for 3 years	7,500
		Transport & accommodation	8,000
		Miscellaneous & Printing	5,000
		Administration	5,000
		Total	79,500

6.3 Tourism Awareness Training and Gender Training		
Location	<i>Region-wide</i>	
Total budget	\$139,000	
Time frame	9-12 months	
Project description	Objectives	<i>Ensure communities throughout the region have knowledge of the tourism industry and visitor economy, and are able to make effective decisions as to their involvement and participation.</i>
	Project Rationale	<p>Understanding the needs of the tourism industry is vital to maintaining an economically sustainable and vibrant tourism industry in Inlay Lake Region, and to assist in the entrepreneurship of communities and individuals. A training programme should be implemented for participants covering the following:</p> <ul style="list-style-type: none"> • basic details about the tourism industry, • Principles of ecotourism and sustainability • market differentiation • environmental awareness activities, • best business practices • entrepreneurship and business opportunities <p>The training must be delivered at the convenience of local communities, potentially through the proposed Community Tourism Association under the coordination of the DMO.</p> <p>Gender issues are a significant factor affecting equitable development of the region. Attitudes to woman's empowerment vary throughout the South East Asia but Myanmar lags significantly behind in woman's rights and equality. Gender equality needs to be integrated as a crosscutting issue and as such, a Mobile Gender Awareness Team (GAT) should be created to promote women's issues throughout the region.</p> <p>Tourism awareness training must incorporate Gender issues, specifically as women provide a key role to tourism development.</p>

		A training plan should be developed that targets both women's groups and also provides gender input into all strategies and actions affecting communities across the region, and should provide an advisory role to the DMO.	
	Activities	<ul style="list-style-type: none"> • Development of appropriate and effective training programme for village levels: curricula will need to be developed for communities with and without tourism exposure. Training should include simple consultations as to tourism preferences, based upon the "picture consultation tool" developed as part of the DMP research process • Train a team of community trainers: ideally these should be from relevant ethnic groups • Develop a time-frame and programme for training in communities • Deliver trainings in selected communities throughout the Inlay Lake Region: a minimum of 200 communities should be reached 	
	Implementation	A team of community trainers should be trained to deliver the training programme at the local level	
Financial information	Budget	Project Leader (Community Tourism Consultation Specialist) 40 days	24,000
		Project Assistant 40 days	6,000
		Community Training Team (team of 8) for 6 months	32,000
		Training resources	20,000
		Community trainings (including transport and accommodation)	50,000
		Project Transport and Accommodation	20,000
		Miscellaneous & Printing	10,000
		Administration	9,000
		Total	139,000

6.4 Set up a Land Use Forum		
Location	<i>Region-wide</i>	
Total budget	\$132,500	
Time frame	3 years	
Project description	Objectives	<i>To ensure land rights are respected and land-related development takes place in transparently</i>
	Project Rationale	<p>A Land Use Forum comprising the existing DMP Project Advisory Committee, members of government (National, State, District, Township), tourism private sector (hotels, tour operators, transport), NGOs, development partners and Inlay region representatives should be created.</p> <p>This forum should bring together a variety of Inlay region tourism stakeholders and knowledgeable speakers to provide updates on tourism planning issues. Across the region communities are grappling with change. Rural communities struggle to balance their traditional roots in the face of a changing economy. Set against the backdrop of increased risks associated with climate change, the land use forum could begin embracing the challenges by learning innovative ways about how other</p>

		countries are building more resilient, equitable and vital communities. The theme could be how to meet the many challenges of the future while better addressing issues of social and environmental justice.	
	Activities	<ul style="list-style-type: none"> • Research into regional land issues • Consultation with full range of stakeholders as to issues • Development of a forum consultation structure • Hold community level consultations throughout the region • Provide feedback to land developers, government and private sector operators • Provide training and awareness raising on land issues • Provide support to the process for 3 years 	
	Implementation	To be conducted by an appropriate land issues specialist: land issues are a sensitive topic in the region.	
Financial information	Budget	Project leader (Land Issues Specialist) 60 days over 3 years	36,000
		Project Assistants x 2 (120 days over 3 years)	18,000
		Development of forum	10,000
		Stakeholder consultations	10,000
		Regional level focus group meetings and workshops as required	10,000
		Process support	15,000
		Transport & accommodation	15,000
		Miscellaneous & Printing	10,000
		Administration	8,500
		Total	132,500

6.5 Implement Language Improvement Programme in Communities			
Location	<i>Region-wide</i>		
Total budget	\$201,000		
Time frame	2 years		
Project description	Objectives	<i>To create opportunities for communities to verbally interact with tourists thus developing potential to engage in tourism related business activities</i>	
	Project Rationale	<p>Language has been highlighted as a key issue in improving host communities' interactions with both guides and tourists. Language training in English should be supported in target communities. For communities who do not speak Burmese (Myanmar) language, Burmese language support could be offered.</p> <p>Language training should be tourism focused. Language training using phonetic language guides has been developed and implemented to some success in rural Cambodia.</p> <p>A non-verbal communication guide should be developed, this will be particularly helpful in rural accommodation, eateries, shops and other service facilities.</p>	
	Activities	<ul style="list-style-type: none"> • Conduct village level training needs assessment • Development of curricula • Development of training programme • Development of phonetic and non-verbal communication tools 	

		<ul style="list-style-type: none"> • Training of Village-Level training team • Conducting of training courses in 50 selected communities 	
	Implementation	To be conducted by a roaming team of language trainers, focusing on specific minimum language requirements for tourism: training will take place in villages as not to interfere with village income generating activities	
Financial information	Budget	Project leader (Language for tourism/community tourism specialist) 50 days	30,000
		Project Assistant 60 days	9,000
		Training team (4 trainers for 2 years, travelling throughout the Inlay Lake Region)	80,000
		Development of curricula	10,000
		Development of non-verbal guide	12,000
		Training resources	20,000
		Delivery of training	20,000
		Transport & accommodation	15,000
		Miscellaneous & Printing	5,000
		Administration	14,000
		Total	215,000

Strategy 7: Environmental Management

A healthy and sustainable environment is vital to maintaining a vibrant destination: if the environment collapses the visitor economy and tourism industry will follow. A well managed environment adds huge value to the destination as well as providing essential ecosystem services.

Objectives

To ensure environmental management best practices within the Inlay Lake Region, providing a healthy and productive landscape that is able to support the needs of future generations.

Actions:

7.1 Establish an Environmental Task Force to Tackle Immediate Issues

7.2 Inlay Lake Factsheets

7.3 Options for Green Technologies in Sustainable Management

7.4 School Environmental Education Programme

7.5 Environmental Education Boat on Inlay Lake

7.6 Establish Community Environmental Action Teams

7.7 Investigate the Introduction of Fuel Efficient Stoves

7.8 Removal of Plastic Packaging from the Inlay Lake Region

7.9 Local Knowledge and Beliefs Study

Total Strategy Cost: \$673,000

7.1 Establish an Environmental Task Force to Tackle Immediate Issues		
Location	Region-wide	
Total budget	\$307,000	
Time frame	2 years	
Project description	Objectives	<i>To begin tackling the environmental issues of the region in a coordinated approach, providing funds and support to local government and development partners</i>
	Project Rationale	<p>Sustainable tourism requires operations which address the following priority issues, as applicable for floating villages, riparian villages, hotels, restaurants, shops, markets and watershed towns and villages.</p> <p>An Environmental Task Force should be created with the task of resource allocation for such priorities. These may be included as part of a proposed Lake Management Authority, the creation of which is being discussed at time of writing. This Authority would coordinate specific environmental actions regarding the lake and the relevant agencies involved.</p> <p>First Priority actions to manage sustainable tourism include:</p> <ul style="list-style-type: none"> • Introduce rubbish management for communities throughout the watershed, and particularly for floating and riparian villages, following the international principles of ‘avoid, reduce, re-use, recycle’, with a particular focus on recycling organic wastes into compost for re-use in agriculture, replacing plastic bags with cloth bags or biodegradable bags, and recycling plastics into other products. • Improve sanitation to maintain water quality in the Lake, with first priority for floating villages and riparian villages, for example with

		<p>wetland pod systems.</p> <ul style="list-style-type: none"> • Develop systems for treatment of grey water and storm water before discharge to watershed streams, particularly for Kalaw and Taunggyi. • Secure water supplies of adequate quality for visitors and local communities. • Develop controls for air pollution, including diffuse sources (landscape burning) and point sources (power station, incinerators). • Develop controls to manage boat traffic, to minimise air and water pollution and disturbance of wildlife. • Manage accommodation facilities to appropriate construction and operating standards, including water and energy conservation, and use of sustainable services and food sources. <p>Introduce measures to ensure hygienic conditions for visitors and for local communities, to minimise risks to health.</p>																						
	Activities	<ul style="list-style-type: none"> • Consultations with government departments and stakeholders as to the role and remit of an Environmental Task Force • Development of a detailed action plan by responsibility • Implementation of priorities under funding • Regional publicity 																						
	Implementation	Note: an Inlay Lake Conservation Authority has been suggested and under consideration by donor organisations for some time. This Environmental Task Force would be an interim body until the conservation authority would come into existence. It would have a regional coverage.																						
Financial information	Budget	<table border="1"> <tr> <td>Project leader (Environmental Specialist) 6 months/year 2 years</td> <td>45,000</td> </tr> <tr> <td>Training 6 months/year 2 years</td> <td>35,000</td> </tr> <tr> <td>Project Assistants x 2 2 years</td> <td>40,000</td> </tr> <tr> <td>Local office hire</td> <td>12,000</td> </tr> <tr> <td>Training of trainers for community level environmental issues</td> <td>15,000</td> </tr> <tr> <td>Coordination of departments</td> <td>10,000</td> </tr> <tr> <td>Environmental Action Budget</td> <td>100,000</td> </tr> <tr> <td>Transport & accommodation</td> <td>25,000</td> </tr> <tr> <td>Miscellaneous & Printing</td> <td>15,000</td> </tr> <tr> <td>Administration</td> <td>20,000</td> </tr> <tr> <td>Total</td> <td>307,000</td> </tr> </table>	Project leader (Environmental Specialist) 6 months/year 2 years	45,000	Training 6 months/year 2 years	35,000	Project Assistants x 2 2 years	40,000	Local office hire	12,000	Training of trainers for community level environmental issues	15,000	Coordination of departments	10,000	Environmental Action Budget	100,000	Transport & accommodation	25,000	Miscellaneous & Printing	15,000	Administration	20,000	Total	307,000
Project leader (Environmental Specialist) 6 months/year 2 years	45,000																							
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Transport & accommodation	25,000																							
Miscellaneous & Printing	15,000																							
Administration	20,000																							
Total	307,000																							

7.2 Inlay Lake Factsheets

Location	<i>Region-wide</i>	
Total budget	\$45,500	
Time frame	1 month	
Project description	Objectives	<i>To further develop and distribute the series of factsheets developed under the Destination Management Plan for the Inlay Lake Region</i>

	Project Rationale	<p>A series of simple factsheets has been produced as part of the environmental research conducted as part of the research to develop this DMP. 10 factsheets have been produced to date and discussed within stakeholder workshops for relevance and content. These factsheets are designed for use by the local population to manage environmental issues in simple and cost-effective ways.</p> <p>Funds should be sourced for the printing and widespread distribution of these factsheets. It may be possible to scale-up such factsheets to include a wider resource to share the considerable amount of data and information that has been gathered concerning Inlay Lake and the Region, which often remains within the researching organisation.</p>	
	Activities	<ul style="list-style-type: none"> • Development of further factsheets x 10 • Printing of existing factsheets • Regional Workshop • Distribution of factsheets 	
	Implementation	To be developed with locally based CSO	
Financial information	Budget	Project leader (Environmental Specialist) 10 days	6,000
		Project Assistance 15 days	1,500
		Regional Workshop	3,000
		Typesetting and printing (1,000 of 20 factsheets)	15,000
		Factsheet Distribution	5,000
		Transport & accommodation	10,000
		Miscellaneous & Printing	2,000
		Administration	3,000
Total	45,500		

7.3 Options for Green Technologies in Sustainable Management

Location	<i>Region-wide</i>	
Total budget	\$35,000	
Time frame	3-6 months	
Project description	Objectives	<i>To investigate green technologies in the Inlay Lake Region</i>
	Project Rationale	<p>The introduction of "Green Technologies" should be seen as a research priority for the region. The Inlay Lake Region could become a centre for the implementation of such technologies in Myanmar and be used as marketing asset. Where possible such research should be integrated into local schools and the education curriculum.</p> <p>Areas for research should include:</p> <ul style="list-style-type: none"> • Use recycled organics for mulch • Alternative boat propulsion technologies • Introduction of high and low-tech solar power systems • Alternatives to plastic bags • Methane power and biogas
	Activities	<ul style="list-style-type: none"> • Conduct research programme to investigate above

		<ul style="list-style-type: none"> • Develop implementation feasibility studies for the above • Community Consultations and options workshop 	
	Implementation	This project could be an activity conducted by a local CSO/NGO with support over a longer period of time	
Financial information	Budget	Project leader (Green technologies specialist) 20 days	10,000
		Project Assistance 100 days	10,000
		Regional Workshop	3,000
		Community consultations	3,000
		Transport & accommodation	5,000
		Miscellaneous & Printing	2,000
		Administration	2,500
		Total	35,000

7.4 School Environmental Education Programme			
Location	Region-wide		
Total budget	\$185,000		
Time frame	6-12 months		
Project description	Objectives	<i>To develop a regionally appropriate and accessible environmental education programme in conjunction with the Ministry of Education for the Inlay Lake Region</i>	
	Project Rationale	<p>The development of an environmental outreach and curriculum support programme is a priority to ensure long term local understanding of environmental issues in the Inlay Lake Region.</p> <p>Curricula should be developed for both lake and hill areas. An education programme could support the establishment of a network of young environmental volunteers and be a method of active engagement in community participation.</p> <p>A curricula and teacher training programme should be developed and implemented. Where appropriate the programme should be developed in minority languages.</p>	
	Activities	<ul style="list-style-type: none"> • Feasibility study of including environmental curriculum within school curricula: discussions with Ministry and regional departments of Education. • Development of appropriate schools curricular reflecting the environmental issues of the region • Development of appropriate Training of Trainer programme for regional teachers • Support for training of regional teachers • Printing of environmental education curricula 	
	Implementation	This action will require approval from the Ministry of Education, as this affects current school curricula. This should be developed in conjunction with existing efforts in a capacity building format.	
	Financial information	Budget	Project leader (environmental education specialist) 60 days
	Curricula design/education liaison specialist 50 days		30,000
	Trainers x 2 (for ToT) 6 months		12,000
	Project Assistants x2 6 months		12,000

	Development and testing of curricula and materials	15,000
	Printing of materials	20,000
	Support to regional trainers	20,000
	Transport & accommodation	20,000
	Miscellaneous & Printing	8,000
	Administration	12,000
	Total	185,000

7.5 Environmental Education Boat on Inlay Lake			
Location	<i>Region-wide</i>		
Total budget	\$21,500		
Time frame	1 month		
Project description	Objectives	<i>To develop a feasibility study to develop a self funding environmental education boat on Inlay Lake, including detailed financial and business plan</i>	
	Project Rationale	<p>Schools should be actively involved in the environmental monitoring process. In similar destinations boat-based environmental education programmes have been developed, such as the "Magic Eyes" boat on the Chao Phraya river in Bangkok or the "EcoBoat" in Ha Long Bay. Local schools can be involved in environmental data collection and implementation of environmental projects, and support the creation of school volunteer groups.</p> <p>A project feasibility study should take place that examines corporate sponsorship and appropriate scale of the project. Schools from elsewhere in Myanmar and surrounding countries could utilise the boat as part of field studies, offering a potential source of funding.</p>	
	Activities	<ul style="list-style-type: none"> Investigation of potential markets (such as international schools, universities etc who may support the programme) Design a detailed project brief, including business plan Investigate boat options and regional options Conduct a staff resource analysis Present a feasibility plan to regional stakeholders 	
	Implementation	This will be a relatively small study to develop a feasibility study and business plan for the environmental education boat.	
Financial information	Budget	Project leader (environmental ecologist) 15 days	9,000
		Project Assistant 20 days	3,000
		Consultations	3,000
		Transport & accommodation	3,000
		Miscellaneous & Printing	2,000
		Administration	1,500
		Total	21,500

7.6 Establish Community Environmental Action Teams			
Location	<i>Region-wide</i>		
Total budget	\$79,000		
Time frame	3-6 months		
Project description	Objectives	<i>To encourage participation in environmental actions from all levels of the community</i>	
	Project Rationale	<p>Local communities can provide significant resources to implement actions throughout the Lake watershed. As key stakeholders local communities should be actively involved in both the environmental decision making and implementation processes.</p> <p>Such teams should be formed at the village level, based upon environmental priority. Teams should be linked to local schools and be on a voluntary basis, they may also be used for information dissemination.</p>	
	Activities	<ul style="list-style-type: none"> • Consult at a village level concerning localised environmental issues • Identify local potential volunteer labour for community level environmental actions • Support the creation of 10 teams throughout the region • Provide training of trainers training to teams • Provide financial support for activities for two years 	
	Implementation	These teams would be very locally based, working with the Environmental Task Force/regional conservation authority, carrying out specific actions and building on currently existing groups.	
Financial information	Budget	Project leader (Community Environmental Specialist) 40 days	24,000
		Project Assistants x 2 (Environmental focused) 100 days	15,000
		Community consultations and trainings	8,000
		Financial support package to teams	15,000
		Transport & accommodation	8,000
		Miscellaneous & Printing	4,000
		Administration	5,000
		Total	79,000

7.7 Investigate the Introduction of Fuel-Efficient Stoves or Improved Firewood Management			
Location	<i>Region-wide</i>		
Total budget	\$53,500		
Time frame	1 month		
Project description	Objectives	<i>To investigate options for pollarding, alternative fuels and energy efficient stoves, using excising technologies</i>	
	Project Rationale	Use of firewood for cooking is a significant issue across the region in both hill areas and within the main tourism hubs of Nyaungshwe and Pindaya. Increased use of firewood has been a leading cause of deforestation in the region, and subsequently has had a negative effect on soil erosion, loss of topsoil and humus layers in soil and has contributed to stream and lake siltation.	

		<p>In the tourism service towns the use of gas for cooking should be encouraged as a replacement for firewood with priority.</p> <p>In hill areas, access to a sustainable source of firewood for cooking is a key issue. Current practices involve burning of harvested logs on open fires. A variety of fuel efficient stoves are available and could be introduced to communities.</p> <p>Improved firewood management systems should be investigated using regionally appropriate technology. Native crab apple trees have been pollarded on a non-crop system throughout the landscape. The trees have traditionally been used as a source of firewood and appear to pollard well, with useable regrowth after 3 to 4 years. Crab apple (or other native tree) pollards could be upscaled either commercially or on an individual level in communities, managed on a rotational basis. Pollards would likely be preferable to coppice due to the presence of livestock and lack of stock fencing.</p>																				
	Activities	<ul style="list-style-type: none"> Investigation into suitability of pollarding crab apples (or other native species) on a commercial/community scale Focus group meeting with restaurant sector concerning alternatives to firewood Investigation of non-firewood options for communities and restaurants, focusing on fuel-efficient stoves and alternatives Development of product alternatives information leaflet Conduct community consultations regarding alternatives Conduct feasibility study in to providing alternative stoves region-wide at community level 																				
	Implementation	To be implemented in close cooperation with local department of Ministry of Environmental Conservation and Forestry																				
Financial information	Budget	<table border="1"> <tr> <td>Project leader (Alternative Fuels Specialist) 30 days</td> <td>18,000</td> </tr> <tr> <td>Project Assistance 40 days</td> <td>4,000</td> </tr> <tr> <td>Consultations with MoECAf</td> <td>3,000</td> </tr> <tr> <td>Regional Workshop</td> <td>4,000</td> </tr> <tr> <td>Community consultations</td> <td>3,000</td> </tr> <tr> <td>Leaflet Development and printing</td> <td>6,000</td> </tr> <tr> <td>Transport & accommodation</td> <td>9,000</td> </tr> <tr> <td>Miscellaneous & Printing</td> <td>3,000</td> </tr> <tr> <td>Administration</td> <td>3,500</td> </tr> <tr> <td>Total</td> <td>53,500</td> </tr> </table>	Project leader (Alternative Fuels Specialist) 30 days	18,000	Project Assistance 40 days	4,000	Consultations with MoECAf	3,000	Regional Workshop	4,000	Community consultations	3,000	Leaflet Development and printing	6,000	Transport & accommodation	9,000	Miscellaneous & Printing	3,000	Administration	3,500	Total	53,500
Project leader (Alternative Fuels Specialist) 30 days	18,000																					
Project Assistance 40 days	4,000																					
Consultations with MoECAf	3,000																					
Regional Workshop	4,000																					
Community consultations	3,000																					
Leaflet Development and printing	6,000																					
Transport & accommodation	9,000																					
Miscellaneous & Printing	3,000																					
Administration	3,500																					
Total	53,500																					

7.8 Removal of Plastic Packaging from the Inlay Lake Region

Location	<i>Region-wide</i>	
Total budget	\$25,500	
Time frame	1 month	
Project description	Objectives	<i>Develop an Inlay Lake Region alternative to Plastic Bags</i>
	Project Rationale	Plastic bags are a significant problem in the region, being unsightly and a danger to wildlife. As a petrochemical product they also have a carbon footprint. Technologies must be investigated to replace plastic bags from

		<p>the landscape: this offers an opportunity for including further products in the value chain.</p> <p>Souvenir shops and similar should utilise traditional bamboo baskets and handmade paper bags where possible. These utilise sustainably managed local products: bamboo and mulberry bark as well as traditional skills in their production, and have the benefit of providing an additional souvenir in themselves as well as supporting local employment.</p> <p>The use of traditional packaging methods, including baskets and crates for agricultural products should be encouraged.</p> <p>In markets, alternative technologies should be sources, for example bags made from corn-starch are manufactured in Thailand, and the use of reusable bags be reintroduced.</p> <p>An Inlay Lake Region alternative to plastic bags should be investigated</p>	
	Activities	<ul style="list-style-type: none"> • Conduct a study of local products to investigate the most suitable and sustainable as alternative for plastic bags • Conduct a study of international products, such as bags made from corn starch • Develop an implementation strategy of both bags, ensuring commercial viability (i.e. at no extra cost to vendors) • Regional bag workshop • Commercial sector individual visits to discuss potential uptake 	
	Implementation	As a stand-alone study, results to be presented at regional workshop and to planning authorities	
Financial information	Budget	Project leader (Product Development Specialist) 20 days	10,000
		Project Assistance 40 days	4,000
		Regional Workshop	2,000
		Transport & accommodation	5,000
		Miscellaneous & Printing	3,000
		Administration	1,500
		Total	25,500

7.9 Local Knowledge and Beliefs Study			
Location	<i>Region-wide</i>		
Total budget	12,000		
Time frame	1 month		
Project description	Objectives	<i>To conduct a regional knowledge and beliefs survey</i>	
	Project Rationale	<p>Many previous projects have attempted to address issues such as improved sanitation with little or no success. For effective implementation, it is essential to engage local communities in understanding why action is needed, and how to make potentially sensitive and taboo issues such as toilet systems and hygienic actions effective.</p> <p>Conservation of the Inlay Lake requires some significant changes in</p>	

		<p>human behaviour across many sectors, improvements to human hygiene practices, floating gardens agriculture, handling livestock effluent, land use in the upper slopes of the watershed and food management/catering for tourism. Experience in introducing changes in human hygiene in Myanmar and many similar areas in SE Asia strongly indicate that it usually very difficult to achieve such change without a clear understanding of the beliefs and customs that lie behind present practice.</p> <p>It is proposed to undertake a Beliefs and Behaviours Survey of residents in each major sector of the watershed and lake environment to provide guidance for tailoring responses to different ethnic groups and geographical areas to bring about changes in present practice where necessary for conservation.</p>	
	Activities	<ul style="list-style-type: none"> • Conduct focus group and interviews with local communities region-wide • Develop and publish survey 	
	Implementation	Project may be conducted or supported by an intern/researcher	
Financial information	Budget	Project leader (Transport Specialist) 15 days	6,000
		Project Assistance 15 days	1,500
		Focus Group Meetings	1,000
		Transport & accommodation	2,000
		Miscellaneous & Printing	1,000
		Administration	500
		Total	12,000

Strategy 8: Product Development - Improving the Visitor Experience

To maintain a competitive and sustainable destination existing products require improvement in some cases and there are some considerable opportunities to develop new activities in which the Inlay Lake Region is particularly suitable.

Objectives

To provide the visitor to the Inlay Lake Region with a world-class experience, maximising the sustainable use of the region's outstanding beauty and resources in a responsible and culturally appropriate manner.

Actions:

8.1 Tourism Information & Heritage Centre in Nyaungshwe

8.2 Interpretation Plan

8.3 Development of Fair Trade Handicrafts and Sustainable Development of Artisans

8.4 Maximise Local Value Chain and seek Value Added Products

8.5 Investigate development of mountain biking routes in the landscape

8.6 Upgrade Museum in Nyaungshwe

8.7 Heritage Rail & Museum

Total Strategy Cost: \$737,000

8.1 Tourism Information & Heritage Centre in Nyaungshwe Feasibility Study		
Location	Nyaungshwe	
Total budget	\$61,000	
Time frame	2 months	
Project description	Objectives	<i>To develop a high quality visitor and heritage centre for the Inlay Lake Region</i>
	Project Rationale	Nyaungshwe is the gateway and tourism hub to the Inlay Lake Region. Virtually all visitors will either stay, eat, shop or pass through the town at some part of their stay. However there is no central location where independent and reliable tourism information is available, and there is no central location to celebrate the region's diverse cultural and natural heritage. This presents a great opportunity to develop a combined tourism information centre and heritage centre, worthy of a country's flagship destination.
	Activities	<ul style="list-style-type: none"> • Conduct site assessment for location and property: could be conversion of a heritage building in Nyaungshwe • Develop a detailed design and costing, including a financial sustainability plan • Develop a staff resource and training needs assessment for the Centre team • Consult with local communities with regard to the heritage content: this should include all minorities of the region • Develop detailed interpretation plan • Consult with private sector operators to their likelihood of involvement and support • Present a comprehensive draft in a regional level workshop/discussion meeting
	Implementation	A tourism information/heritage centre is a priority for the region. However the feasibility of such needs to be thoroughly investigated first:

		this is the rationale for this action being a study as opposed to an implementation action	
Financial information	Budget	Project Team Leader (Heritage Specialist) 20 days	12,000
		Tourism Information Centre Specialist (likely from a regional DMO or similar) 20 days	12,000
		Architect 10 days	7,000
		Project Assistants x 2 (Consultations and trainer) 60 days	6,000
		Regional consultations	5,000
		Regional workshop	2,000
		Transport & accommodation	10,000
		Miscellaneous & Printing	3,000
		Administration	4,000
		Total	61,000

8.2 Interpretation Plan		
Location	Region-wide	
Total budget	\$196,000	
Time frame	Over 1 year period	
Project description	Objectives	<i>To develop a world-class interpretive system for the Inlay Lake Region</i>
	Project Rationale	<p>Interpretation is a vital part of how people experience the places they visit. Interpretation is primarily a communication process that helps people make sense of, and understand more about, a site or area¹. Interpretation is core to communicating messages of sustainable development and telling the story of a destination, but is often both misunderstood and overlooked.</p> <p>Good interpretation will bring meaning to a site, enhancing visitor appreciation and promoting better understanding. As a result visitors are more likely to care for what they identify as a precious resource. Additionally, it enables communities to better understand their heritage, and to express their own ideas and feelings about their home area.</p> <p>An interpretation strategy would highlight key assets of the Inlay Lake Region and present them in a coordinated way to reserve users and residents. It would likely be delivered through a combination of:</p> <ul style="list-style-type: none"> • site maps, • interpretive panels, • publications and leaflets, • tourism maps • electronic interpretation through smartphone apps and tablets etc.
	Activities	<ul style="list-style-type: none"> • Develop a comprehensive interpretive plan, then follow up development of the following, after stakeholder consultations: <ul style="list-style-type: none"> ○ Design and development of site maps and interpretive leaflets

¹ as defined by the Association for Heritage Interpretation

		<p>for 8 sites</p> <ul style="list-style-type: none"> ○ Development of interpretive content for the Tourism Information/Heritage Centre ○ Development of a series of regional interpretive panels ○ Design of regional tourism map (may be included within action 4.5) ○ Electronic interpretation options through use of smart devices • Train site managers in interpretive methods and design • Recording of local (oral) histories of local peoples and communities • Provide regional training on first and third person interpretive techniques • Work closely with the Department of Culture in a capacity building format. 	
	Implementation	To be developed under a team of interpretation specialists	
Financial information	Budget	Project Leader (Heritage Interpretation Specialist) 40 days	24,000
		Project Assistant 60 days	6,000
		Interpretive Map designer & team	25,000
		Interpretation trainer 20 days	12,000
		Design and development of regional interpretation panel series	50,000
		Training of regional interpreters	20,000
		Support and training to Department of Culture	10,000
		Regional consultations & trainings	8,000
		Transport & accommodation	20,000
		Miscellaneous & Printing	8,000
		Administration	13,000
	Total	196,000	

8.3 Development of Fair Trade Handicrafts and Sustainable Development of Artisans

Location	<i>Region-wide</i>	
Total budget	\$73,000	
Time frame	3 months	
Project description	Objectives	<i>To conduct a detailed feasibility study and action plan to develop a high quality and equitable fair trade system for producers within the Inlay Lake Region</i>
	Project Rationale	<p>Handicrafts are an integral part of the Inlay Lake Region experience and offer a great opportunity for spreading tourism benefits to poorer communities and maintaining skills that are being rapidly lost. The issue is becoming critical as fewer local residents choose to become involved in the production of handicrafts for a variety of reasons, one of the most significant being low wages.</p> <p>Creating an Inlay Lake Region Fair Trade brand and system should be investigated including:</p> <ul style="list-style-type: none"> • Developing regionally appropriate fair-trade criteria • Identifying an appropriate "living wage" for artisans

		<ul style="list-style-type: none"> Identifying key industries and crafts to be included Developing a skill improvement and upgrading training courses and workshops Developing an Inlay Fair Trade brand Designing a Fair Trade certification system Promoting fair trade practices among handicraft sales outlets and markets 	
	Activities	<ul style="list-style-type: none"> Feasibility study to create a fair trade system, including: <ul style="list-style-type: none"> comprehensive analysis of current value chains related to tourism identifying issues and gaps where fair trade products could be introduced conduct private sector and production centre consultations and trainings concerning fair trade analyse a suitable and appropriate fair trade system to be implemented for the regions Develop a monitoring and evaluation system Provide detailed recommendations and an implementation plan Launch the opening of the fair trade branding system regionally and nationally 	
	Implementation	Other regional fair trade systems have been introduced across the world. These should be studied and used as a framework to develop an appropriate system for the Inlay Lake Region	
Financial information	Budget	Project leader (Fair Trade Specialist) 40 days	24,000
		Research team/project assistants x 3 120 days	12,000
		Consultations & trainings	8,000
		Launch events	6,000
		Transport & accommodation	12,000
		Miscellaneous & Printing	6,000
		Administration	5,000
		Total	73,000

8.4 Maximise Local Value Chain and seek Value Added Products

Location	<i>Region-wide</i>	
Total budget	\$46,000	
Time frame	2 month study	
Project description	Objectives	<i>To conduct a product & handicraft upgrading assessment</i>
	Project Rationale	<p>A significant quantity of products both agricultural and handicraft are produced in the Inlay Lake Region. Wherever possible businesses should integrate local products into their value chains.</p> <p>A Product/Handicraft Upgrading Assessment should take place within the region, providing detailed assessment on the feasibility of packaging products for tourism services, including detailed market analysis, business planning and potential returns.</p>

	Activities	<ul style="list-style-type: none"> • Conduct an inventory of all products related to the tourism industry/visitor economy in the region, including: <ul style="list-style-type: none"> ○ currently produced handicrafts ○ extinct regional handicrafts ○ food supply and other feeder products • Assess the reasons for decline in local production • Develop an outline programme for product improve/upgrading/re-introduction where necessary • Develop clear proposals for further integrating products within the value chain. • Present results to NGOs/Donors for support 	
	Implementation	This should be conducted as a study by a tourism product specialist	
Financial information	Budget	Project leader (tourism product/handicraft specialist) 30 days	18,000
		Project assistants/researchers x 2 70 days	7,000
		Consultations	3,000
		Workshop/presentations	3,000
		Transport & accommodation	9,000
		Miscellaneous & Printing	3,000
		Administration	3,000
		Total	46,000

8.5 Investigate development of mountain biking routes in the landscape		
Location	<i>Region-wide</i>	
Total budget	\$99,500	
Time frame	4-6 months	
Project description	Objectives	<i>Support the development of mountain biking within the Inlay Lake Region</i>
	Project Rationale	<p>A feasibility study should be conducted to assess the suitability for developing short and longer distance cycle routes within the region as part of an overall Inlay Lake Region Cycle Trail. The study should examine:</p> <ul style="list-style-type: none"> • Route design and infrastructure assessment • Links to accommodation, attractions and other private sector opportunities • Comprehensive risk assessment and incident plan • Private sector investment study • Options to finance local operators with good quality mountain bikes • Maintenance and repair training and system <p>Mountain biking could become a significant activity in the region: options for launching and promoting new routes with international competitions or events should be researched as part of the feasibility study.</p>
	Activities	<ul style="list-style-type: none"> • Assessment and design of potential mountain biking routes, designed to maximise interface with local businesses • Design of mountain biking trail leaflets that may be used by

		<p>independents or as part of a guide trip</p> <ul style="list-style-type: none"> • Consult with private sector and communities as to route development • Investigate opportunities for local, community owned mountain bike hire • Development of risk assessment and incident planning • Development of mountain bike repair and maintenance curriculum • Training of trainers training for repair and maintenance • Private sector/community promotion 	
	Implementation	To be conducted by a heritage trail specialist in conjunction with mountain bike trainer	
Financial information	Budget	Project leader (heritage trail specialist) 40 days	24,000
		Mountain bike specialist (consultant and maintenance trainer) 40 days	14,000
		Project Assistant 40 days	4,000
		Route development	4,000
		Leaflet (and media) development	10,000
		Training of Trainers	8,000
		Promotion	5,000
		Consultations	5,000
		Transport & accommodation	9,000
		Miscellaneous & Printing	10,000
Administration	6,500		
	Total	99,500	

8.6 Upgrade Museum in Nyaungshwe - Feasibility Study			
Location	Nyaungshwe		
Total budget	\$227,000		
Time frame	Over 18 months		
Project description	Objectives	<i>To upgrade the Nyaungshwe Museum to a first class, modern museum celebrating the region's heritage, providing a valuable addition to the region's tourism asset portfolio</i>	
	Project Rationale	<p>Linked to the Tourism Information and Heritage Centre the current Cultural Museum in Nyaungshwe requires investment and upgrading. A heritage building, formerly the last Sabwa's Palace is in a relatively poor state of repair, though is currently being upgraded. It is an important and vital part of the region's history and should be developed as a museum of excellence.</p> <p>Development of the museum should be best practice, with Museum and Heritage Professionals involved in a participatory manner with local stakeholders to ensure a high class product is developed.</p>	
	Activities	<ul style="list-style-type: none"> • Working closely with the state level Department of Culture, review museum development plans, inventory, conservation and interpretive plans and practices • Conduct a comprehensive SWOT on the museum and identify gaps in interpretation, conservation of artefacts, staff 	

		<p>development and storytelling</p> <ul style="list-style-type: none"> • Provide assistance and training to museum and Department of Culture staff • Design and implement staff training and development programme for museum • Develop and implement a package of interpretive support for the museum, including the use of interactive and appropriately designed electronic interpretation based on apps 	
	Implementation	This action is designed to work with the Department of Culture and current Museum Staff to improve training, service provision and curator skills as well as physical infrastructure of the museum and contents: trainings should be conducted as ToT.	
Financial information	Budget	Project leader (Museum & heritage development specialist) 60 days	36,000
		Conservator 40 days	24,000
		Interpretation trainer 50 days	30,000
		Project Assistant 80 days	12,000
		Museum inventory & SWOT	15,000
		Development Plan	10,000
		Training package	10,000
		Upgrade package	50,000
		Transport & accommodation	15,000
		Miscellaneous & Printing	10,000
		Administration	15,000
	Total	227,000	

8.7 Heritage Rail & Museum - Feasibility Study

Location	Region-wide		
Total budget	\$34,500		
Time frame	1 - 2 months		
Project description	Objectives	<i>To conduct a feasibility study to develop Heritage Rail & Museum in Kalaw (focusing on the Thazi - Shwenyaung line)</i>	
	Project Rationale	<p>Heritage rail travel and interest in infrastructure is a significant niche tourism market. The Thazi to Shwenyaung (12 km from Nyaungshwe) rail line is a heritage line built in the early 20th century and has many features of specific interest to heritage rail enthusiasts, as well as using many original features. Currently there are around three services in each direction per day.</p> <p>A feasibility study should be conducted to develop this line, especially the section from Kalaw to Shwenyaung section as a heritage railway. Significant upgrades of infrastructure would be required as current the line is substandard. There may also be potential to develop a rail museum in Kalaw, telling the story of the line's construction and how the town's population is closely related to it.</p>	
	Activities	<ul style="list-style-type: none"> • Regional heritage rail feature inventory (such as unusual and original infrastructure) • Discussions with Myanmar Railways on line development plans 	

		<ul style="list-style-type: none"> • Identify possible locations and inventory for a museum • Identify possible heritage rolling stock within the region/Myanmar • Write a detailed feasibility study of developing heritage rail and a museum in Kalaw 	
	Implementation	This would require a heritage rail specialist working to an extent with a development specialist: an objective is to add to the tourism asset portfolio of the region	
Financial information	Budget	Project leader (Heritage Development Specialist) 10 days	6,000
		Heritage Rail specialist 20 days	12,000
		Project Assistant 40 days	4,000
		Consultations & Assessments	3,000
		Transport & accommodation	5,000
		Miscellaneous & Printing	2,000
		Administration	2,500
		Total	34,500

Strategy 9: Improving the Trekking Industry

The Inlay Lake Region is home to Myanmar's largest trekking industry. The industry has been established for over 15 years and focuses on trekking in a hilly, cultural and natural heritage landscape that is primarily agricultural. Of key attraction are homestays in Pa-O, Palaung and Danu Villages as well as monastery stays and a perceived high level of authenticity from visitors. Kalaw town is the hub of departures and has been developing into a trekkers trailhead town. Pindaya has developed a small trekking industry and there are numerous routes throughout the region used by individual operators.

Much of the industry is informal, with non-registered guides, little insurance, risk assessment, incident planning and overall industry guidance. The legality of homestays is unclear, however the industry is here to stay and as a key component of the Inlay Lake Region should be supported, as many operators are willing and enthusiastic to improve quality of their operations to involve communities to best practice.

Objectives

To transform the Inlay Lake Region into a centre of cultural and natural heritage trekking excellence, with Kalaw becoming the leading trekking destination in Myanmar.

Actions:

9.1 Trekking Operator Forum

9.2 Trekking Information Centre Kalaw

9.3 Improve Trekking Operator Standards and implement Guidelines and Codes of Practice

9.4 Development of Differentiated Trekking Products Dependent upon Route and Activity

9.5 Food Preparation Training Programme in Communities

9.6 Develop Practical Standards for Accommodation Providers and Basic Infrastructure Assistance

9.7 Trekking and Tourism Training for Existing Guides and Local Communities

9.8 Implement a Trekker's Charter

Total Strategy Cost: \$553,000

9.1 Trekking Operator Forum		
Location	Kalaw	
Total budget	\$59,000	
Time frame	2 months	
Project description	Objectives	<i>To ensure open dialogue between trekking organisations and local communities to discuss the long term strategic and sustainable development of the industry</i>
	Project Rationale	A trekking forum should take place between operators in Kalaw to improve relations: trekking operators do understand there is a need for change as increased arrivals will likely increase and pose a threat to environmental and cultural sustainability, and thus the financial sustainability of the trekking industry. There is also a noted rise in visitors trekking without a guide. The forum should focus on discussing key issues facing the local trekking industry and seek ways to build trust. The forum should develop into regular meetings possibly held through the proposed Trekking Information Centre (see Action 10.2.2 below), and include stakeholders from Nywangshwe.
	Activities	<ul style="list-style-type: none"> Conduct an inventory and issue survey of trekking companies and guides based in Kalaw and using the town as a base for

		<p>trekking</p> <ul style="list-style-type: none"> • Hold a series of focus group discussions with communities where trekking takes place/passes through focusing on community issues • Hold a 2 day workshop/discussion forum where trekking companies and communities meet to discuss strategic development of the industry • Set up a system where regular meetings and communications take place between private sector and communities 	
	Implementation	Led by development specialist acting as a mediator/conflict resolver	
Financial information	Budget	Project leader (development specialist) 30 days	18,000
		Project Assistants x 2 80 days	12,000
		Focus group meetings	8,000
		Community consultations	5,000
		Workshop/discussion forum	5,000
		Transport & accommodation	5,000
		Miscellaneous & Printing	2,000
		Administration	4,000
		Total	59,000

9.2 Trekking Information Centre Kalaw			
Location	Kalaw		
Total budget	\$162,000		
Time frame	24 months		
Project description	Objectives	<i>To develop a sustainably financed Trekking Information Centre and Trekking Booking System for Kalaw</i>	
	Project Rationale	There is currently no formal organisation of trekking tourism either in the hubs of Kalaw or in communities. The trekking hub of Kalaw is undeveloped as such, without a central information or booking system. It is not always easy for a trekker to know what to expect, or what to bring on a trek. The establishment of a central booking system and Trekking Information Centre located in Kalaw would ensure the long term sustainable development of the local trekking industry	
	Activities	<ul style="list-style-type: none"> • Conduct Trekking Information Centre feasibility study • Consult stakeholders • Locate, refurbish and fit out premises for a Trekking Information Centre (possibly located in the Market area) • Develop communication strategy • Hold focus group discussions with Guides and Trekking operators • Hold community consultations (regarding accommodation, community needs etc) • Develop interpretive plan and content for the centre • Develop sustainable financing plan for the long term management • Provide start up training for centre staff 	

	Implementation	After a feasibility study is completed, a start up project should be developed by a suitable development organisation, providing start up capacity building and support to Trekking Information Centre staff: the project would provide funds for two years of operational costs. This action should be linked to 2.1	
Financial information	Budget	Project leader (development/trekking specialist) 40 days	24,000
		Project Assistants x 2 100 days	15,000
		Focus group meetings	8,000
		Stakeholder Consultations	8,000
		Development workshops	4,000
		Development of sustainable financing plan	2,000
		Trekking Information Centre rent for 2 years	20,000
		Staff salaries for 2 years	24,000
		Training for centre staff	10,000
		Development of booking system	6,000
		Communications	8,000
		Interpretation design of centre	12,000
		Centre equipment	6,000
		Transport & accommodation	12,000
		Miscellaneous & Printing	5,000
Administration	10,000		
Total	162,000		

9.3 Improve Trekking Operator Standards and implement Guidelines and Codes of Practice			
Location	Kalaw		
Total budget	\$43,500		
Time frame	2 months		
Project description	Objectives	<i>To develop and publish a world-class Trekking Operator Code of Practice that is both supported and practically implementable by operators</i>	
	Project Rationale	A Trekking Operator Code of Practice should be implemented to ensure fair employment practices and good conduct by guides and porters. This should build upon the Myanmar Community Involvement in Tourism Policy. Trekking in such a cultural and natural heritage landscape should follow the best international practices, based on minimal impact to environment and culture.	
	Activities	<ul style="list-style-type: none"> Using examples developed within the DMP, discuss options with communities and operators through a series of consultations Develop guidelines that are acceptable for communities and operators Hold an endorsement workshop for the code of practice Print guidelines on leaflets and make available to trekking operators 	
	Implementation	Via a suitable development agency with the support of the Kalaw branch of the Myanmar Tour Guides Association	
Financial information	Budget	Project leader (development/trekking specialist) 20 days	12,000
		Project Assistants x 1 30 days	4,500
		Focus group meetings	2,000

	Community consultations	3,000
	Workshop	3,000
	Transport & accommodation	6,000
	Miscellaneous & Printing	10,000
	Administration	3,000
	Total	43,500

9.4 Development of Differentiated Trekking Products Dependent upon Route and Activity			
Location	Kalaw		
Total budget	\$58,500		
Time frame	2 months		
Project description	Objectives	<i>To sustainable diversify the Kalaw Trekking Industry</i>	
	Project Rationale	<p>A system of different trekking routes and trek styles should be investigated and implemented. There is significant opportunity for expanding trekking in the landscape to spread more benefits. A trekking grading system should be created. This need not be complicated and can be based upon many international grading systems already in place. Example treks could include:</p> <ul style="list-style-type: none"> • Rapid Trekking: the focus is on physical trekking, covering a higher (20 to 30km) per day. These routes can incorporate more natural landscapes where possible, but still use villages as a base for eating and sleeping • Slower Trekking: as above but for those less willing to trek longer distances • Cultural Exchange Trekking: the focus is on engaging with communities and spending time looking in more detail at village life <p>Specific Interest Trekking: there is huge potential to develop trekking based around niche interest markets, using improved heritage interpretation to add value.</p>	
	Activities	<ul style="list-style-type: none"> • Working with the local branch of the Myanmar Tour Guides Association, hold trekking best practice workshop, focusing on diversification of the industry • Research trekking routes on the ground and develop new trekking map • Hold endorsement workshop • Printing new maps to be used to help trekkers choose routes and appropriate guides to use 	
	Implementation	By a suitable development specialist with the local branch of the Myanmar Tour Guides Association: This is linked to Actions 2.1 to 2.3	
Financial information	Budget	Project leader (development/trekking specialist) 30 days	18,000
		Project Assistants x 1 50 days	7,500
		Focus group meetings	8,000
		Development of map & GIS data	10,000
		Workshop	3,000
		Transport & accommodation	6,000

	Miscellaneous & Printing	2,000
	Administration	4,000
	Total	58,500

9.5 Food Preparation Training Programme in Communities

Location	Kalaw		
Total budget	\$46,000		
Time frame	3 months		
Project description	Objectives	<i>To develop appropriate, safe and sustainable food supply to the Trekking Industry that maximises community participation and optimises the local value chain</i>	
	Project Rationale	The provision of food by community members would be a good way of up-scaling community involvement in the trekking industry, and adding value to the trekking product in communities. A food for trekking training course could be developed and delivered to host community members, with menus developed that maximize local produce and reduce cooking fuel impacts. This is a good opportunity to introduce more traditional foods into the industry.	
	Activities	<ul style="list-style-type: none"> Identify 5 target communities Within each community, identify potential participants Develop appropriate curricula based on menus developed from locally available foods, hygiene and best practice Hold a series of cookery workshops in communities Hold workshop with trekking operators encouraging integration of village services into trekking packages 	
	Implementation	Project to be lead by a development specialist, training a mobile cookery training team: the specialist will develop menu and curricula. Private sector operators will be encouraged to participate and support.	
Financial information	Budget	Project leader (development/trekking/community food specialist) 20 days	12,000
		Project Assistants x 1 20 days	3,000
		Focus group meetings	3,000
		Curricula development	3,000
		Training of cookery training team	4,000
		Community trainings (team of 2 trainers for 2 months)	5,000
		Workshop	2,000
		Transport & accommodation	8,000
		Miscellaneous & Printing	3,000
		Administration	3,000
	Total	46,000	

9.6 Develop Practical Standards for Accommodation Providers and Basic Infrastructure Assistance

Location	Kalaw	
Total budget	\$82,500	

Time frame	6 months		
Project description	Objectives	<i>To improve the quality of accommodation in the Kalaw region trekking routes and to implement appropriate infrastructure upgrades</i>	
	Project Rationale	<p>Accommodation in communities requires standardization and clarification legality. The Myanmar CIT policy provides detailed standards for B&B accommodation and a future plan for homestays. These standards are high and it will be some time before such accommodation can be provided in villages. Interim standards or milestones should be developed and supported.</p> <p>For both homestay and monastery accommodation, basic sanitation guidelines should be implemented. This applies to both toilet and cooking facilities.</p> <p>Funds could be sourced to help homestay providers upgrade toilet and other facilities. If managed sensitively such improved facilities should not detract from the authenticity of the trekking product. Highlighted infrastructure includes:</p> <ul style="list-style-type: none"> • Improved squat toilets (with an investigation of composting systems) • Screened changing area inside accommodation • Screened area for washing, with good drainage and place to hang clothes. These could be constructed from bamboo using existing skills. • Designated area to hang wet towels etc. 	
	Activities	<ul style="list-style-type: none"> • Community awareness raising and consultation workshops in 5 target villages • Conduct detailed accommodation inventory • Develop minimum standards • Develop basic funding proposals to upgrade facilities as suggested in properties • Upgrade facilities in target properties (up to 30 across the region) • Develop factsheet for trekkers regarding use of squat toilets and community showers etc 	
	Implementation	The focus will be to both infrastructure as well as educate trekkers and community members about their needs	
Financial information	Budget	Project leader (development/trekking specialist) 40 days	24,000
		Project Assistants x 2 100 days	15,000
		Community consultation workshops x 5	5,000
		Development of upgrade package proposal document	3,000
		Implement infrastructure upgrades at 30 properties	15,000
		Design and develop factsheets	3,000
		Transport & accommodation	9,000
		Miscellaneous & Printing	3,000
		Administration	5,500
		Total	82,500

9.7 Trekking and Tourism Training for Existing Guides and Local Communities			
Location	Kalaw		
Total budget	\$55,000		
Time frame	3 months		
Project description	Objectives	<i>To provide support to existing tour guide training programmes to best practice, including the informal sector</i>	
	Project Rationale	Training in tour guiding and leading groups into remote locations should be provided to identified participants. Training should be divided between interpretation (i.e. focused upon explaining the location and project to guests) and logistical management. Training should include: <ul style="list-style-type: none"> • Excursion Planning • Risk Assessment • Emergency Scenario Planning • Best Practices in Campsite Management • Understanding Guest's needs • Interpretive Planning • Working with Tour Operators • Best Practices in Wildlife Watching 	
	Activities	<ul style="list-style-type: none"> • Development of area-appropriate training curricula and materials • Delivery of 10 training courses to be held at appropriate times to encourage participation • Provide certification and use training to a high level • Use the process to develop a certification system of advanced trained guides 	
	Implementation	To be implemented alongside and in support of training under the Myanmar Tour Guides Association, but also to include the informal sector	
Financial information	Budget	Project leader (trekking/training specialist) 40 days	24,000
		Project Training Assistants x 1 50 days	7,500
		Development and printing of training materials	5,000
		Training courses x 10	20,000
		Certification investigation and development	2,000
		Transport & accommodation	10,000
		Miscellaneous & Printing	3,000
		Administration	3,500
		Total	55,000

9.8 Implement a Trekker's Charter			
Location	Kalaw		
Total budget	\$46,500		
Time frame	1 month		
Project description	Objectives	<i>To develop a Trekker's Charter that is distributed to trekkers pre-departure concerning appropriate cultural behaviour</i>	

	Project Rationale	All visitors to the Inlay Lake Region should follow the following guidelines to help ensure tourism is a positive experience for everyone, both host communities and tourists alike. This could be developed into a Trekking Code of Practice Leaflet handed out to trekkers prior to departure.	
	Activities	<ul style="list-style-type: none"> • Hold community consultations as to issues caused by the trekking industry • Hoped focus group discussions with trekking operators concerning issues caused by trekkers • Develop and print a guideline document, specifically targeted for trekkers on pre-departure • Hold a launch event/workshop 	
	Implementation	This could be built upon the successful and widely distributed "Dos and Don'ts for Myanmar" responsible tourism document.	
Financial information	Budget	Project leader 20 days	12,000
		Project Training Assistant 1 30 days	4,500
		Community consultations	5,000
		Trekking operator focus groups	2,000
		Design and printing of guidelines (10,000 copies initial run)	10,000
		Launch event/workshop	2,000
		Transport & accommodation	6,000
		Miscellaneous & Printing	2,000
		Administration	3,000
		Total	46,500