Inter-regional Technical Forum on
Skills for Trade, Employability and Inclusive Growth

Opportunities and Challenges Created through Globalization:
Key Skills Needed for Tourist Guide in Myanmar

Presented by
Ms. Khin Than Win,
Deputy Director General
Ministry of Hotels & Tourism

Siem Reap, Cambodia
30-31 May 2017
Myanmar: A Country With Diverse Attractions

- Yangon
- Bagan
- Mandalay
- Inlay
Myanmar: A Country With Diverse Attractions

Puta O

Kyaikhtiyo

Ngapali

Myeik Archipelagoes
## Number of Licenses Issued by MoHT

<table>
<thead>
<tr>
<th>No.</th>
<th>Type of License</th>
<th>up to Apr. 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Licensed Hotel, Motel &amp; Guest House</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hotels</td>
<td>1485</td>
</tr>
<tr>
<td></td>
<td>Rooms</td>
<td>68674</td>
</tr>
<tr>
<td>2</td>
<td>Licensed Tour Company</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Inbound</td>
<td>2475</td>
</tr>
<tr>
<td></td>
<td>Outbound</td>
<td>410</td>
</tr>
<tr>
<td>3</td>
<td>Licensed Tourist Transportation</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2099</td>
</tr>
<tr>
<td>4</td>
<td>Licensed Tourist Guide</td>
<td></td>
</tr>
<tr>
<td></td>
<td>National Guide</td>
<td>4181</td>
</tr>
<tr>
<td></td>
<td>Regional Guide</td>
<td>3183</td>
</tr>
</tbody>
</table>
Siem Reap, 30-31 May 2017

Public, Private Partnership

Ministry of Hotels & Tourism

Myanmar Tourism Federation

Myanmar Hoteliers Association

Union of Myanmar Travel Association

Myanmar Hospitality Professionals Association

Myanmar Restaurants Association

Myanmar Tourism Transport Association

Myanmar Souvenir Shops Association

Myanmar Domestic Tour Operators Association

Myanmar Tourist Healthcare and General Services Association

Myanmar Tourist Guide Association

Myanmar Tourism HRD Association

Myanmar Tourism Marketing
Activities of Myanmar Tourist Guides Association

Educational Activities

- Educational trips for beginner tourist guides in the country (7 times per year)

- Educational and exploring trips for new sites and destinations for senior tourist guides (1 time per year)

- Edutalks by senior professional tourist guides (at least 30 times per year)

- “Leadership in Leading Tours” training for national guides (Singapore Management School)

- Walking tours to learn historical colonial buildings in Yangon (3 times per year)
Social Activities

- Participating in Travel Expos
- MTGA FUTSAL Football Tournament
- Supporting social aids for flood victims
- Workshop for “Child Protection” associating with UNICEF
- Volunteering trip to Bagan for cleaning debris of pagodas after earthquake
Current Training Process to be Tourist Guides

- 18 years old and above, passed matriculation
- Entrance Exam (Written + Oral Test)
- Oral test members (1 YUFL & 1 MTGA)
- 10 weeks training (2 tutorial, 1 final exam, 1 presentation, 2 study trips)
- Knowledge based training (Lecture 70% + Practical 30%)
- Oral test for license (3 from MoHT, 1 from UMTA, 1 from YUFL)
- Issue the license to work as a national tourist guide (throughout guide)
Organization Flow of Employment and Skill Development Central Body

ESD Central Body
Chair: UM (MOLIP)

Employment Promotion Body (EPB)

National Skills Standard Authority (NSSA)

Skill Development Fund Management Committee

Skill Standards Development and Training Committee

Accreditation & Certification Committee

DGs-Members (15 Sectorial Committees)
(Eg: DG-MoHT-NTO-Myanmar)
Feature of National Skill Standard Authority (NSSA)

15 Sectorial Committees for Occupational Competency Standards (OCS)

- Metal and Engineering Industry
- Construction
- Woodworking Industry
- Agricultural
- Livestock and Fishery
- Transport Industry
- Mining Industry
- Information Technology
- Health Services
- Social Welfare Services
- Manufacturing Industry
- Commercial & Business Services
- Hotel and Tourism
- Oil and Natural Gases
- Electrical Engineering
Scaling up STED: Skills for Trade and Economic Diversification

- Initiated in 2015 with the support of SIDA
- Needs Assessment in December 2015
- National Consultation Meeting in February 2016

(Skill Development for Tourist Guides)
Ten Research Strands

Underpinning the Tourism HRDSAP

• Strand 1: Public sector stakeholder interviews
• Strand 2: A study of human resources manager
• Strand 3: A survey of tourism enterprises
• Strand 4: A survey of micro, small and medium size enterprises
• Strand 5: A survey of respective and professional bodies
• Strand 6: A study of education providers
• Strand 7: A study of opportunities for women and ethnic nationalities in tourism
• Strand 8: A study of the institutional capacity of the MoHT
• Strand 9: A review of the tourism handicraft and souvenir
• **Strand 10: A study of tourist guide training (ILO-STED)**
Findings of STED Research

• Need to update and upgrade the curricula of Guide Training School

• Need better classification on guides

• Employers and employees cannot find easily each other (lack of information)

• Use of unlicensed tourist guides for the groups of Korea, China and Vietnam
Consultations among Stakeholders For Formulating National Competency Standards of Tourist Guides

Common ASEAN Tourism Curriculum

- Expert
- Trainers
- Professionals (MTGA)
- Industry (UMTA)

NSSA Qualification System

Tour Guide Competency

Siem Reap, 30-31 May 2017
New Competency Standards for Tourist Guides

Meeting Report and Proposed Action Plan

NATIONAL CONSULTATION MEETING ON THE IMPLEMENTATION OF
SKILL DEVELOPMENT FOR TOURIST GUIDES.
(10 FEBRUARY 2016)
PREPARED BY STEVE NOAKES FOR THE ILO STED PROJECT

Certificate 1
(Site Guide)

Certificate 2
(Regional Guide)

Certificate 3
(National Guide)

Competency Unit (8)
Competency Unit (12)
Competency Unit (14)
## Opportunities by Applying the Competency Standards

<table>
<thead>
<tr>
<th>Get a (Regionally accepted) certified level [ASEAN level of competency standard]</th>
<th>Easier for job hunting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition to hard-working employees</td>
<td>Encouraging the quality of employees</td>
</tr>
<tr>
<td>Easier information for employers</td>
<td>Save time for deep interviewing</td>
</tr>
<tr>
<td>Reduce employee shortage in peak season</td>
<td>Employees will get more job opportunity</td>
</tr>
</tbody>
</table>
# Opportunities by Applying the Competency Standards

| Employees will be ever learning according to Competency based training (Knowledge + Skill+ Attitude) | Better skill, better level, better job, and better income |
| --- |
| Professionals will go towards trainer level | Tourism training schools will have better trainers who know well the ground level tasks in practical |
| Better employees create better business for employers | To have successful trips |
Possible Challenges

- Employees will ask higher salary (challenge for employer)
- Employers may hire lower level certified employees to save money
- Inadequate qualified trainers or juries who can assess in level tests
- Illegal tour guides from other countries
### National Occupational Competency Standards for Tourist Guides

<table>
<thead>
<tr>
<th>Framework Level</th>
<th>Level Indicator</th>
<th>Current Certified Level in Myanmar by MOHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 4</td>
<td>Supervision skills in a relative department</td>
<td>?</td>
</tr>
<tr>
<td>Level 3</td>
<td>Advance Skills and able to lead in a relative department</td>
<td>National Guide</td>
</tr>
<tr>
<td>Level 2</td>
<td>Skills in a occupation</td>
<td>Regional Guide</td>
</tr>
<tr>
<td>Level 1</td>
<td>Basic, routine, semi skills in a occupation</td>
<td>Site Guide</td>
</tr>
</tbody>
</table>

Myanmar National Qualification Framework is under processing.
Skills Needed for Higher Level of Tourist Guide

- Knowledge inputs from training schools (with a good curriculum and more effective teaching method)
- From self study to higher level training by training schools (intending to produce higher level of tourist guides for any specialized domain and MICE groups)
- Systematic guideline for relevant specific subject (photographing, bird-watching, ecology, botany, etc.)
- Leadership skill and interpersonal skill
- Management skills for big groups of MICE
Proposal to ILO STED Project
for Further Assitances

- To Develop Competency Standards for Tourist Guide (Level 4)
- To Develop Curriculum for Each Level of Tourist Guides
- To Develop Competency Based Assessment Guidelines
- Training of Trainers (TOT)
For More Information
Please Visit or Contact to
http://www.myanmartourism.org
ddg3.dht.moht@gmail.com