

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

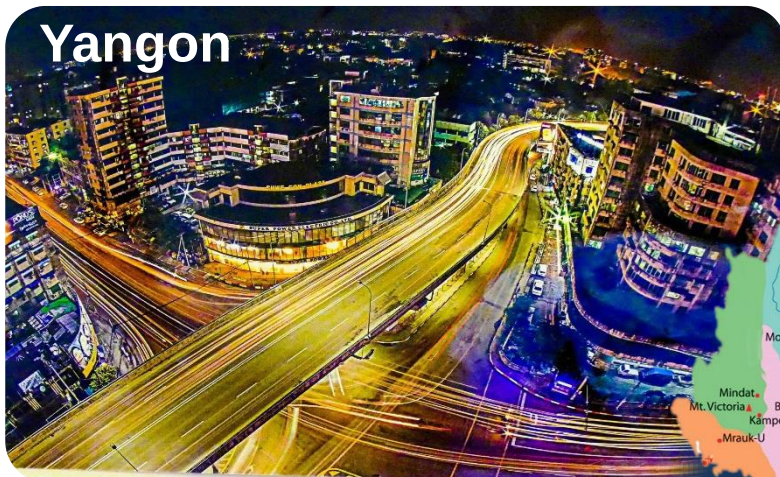
*Presented by
Ms. Khin Than Win,
Deputy Director General
Ministry of Hotels & Tourism*



Siem Reap, Cambodia
30-31 May 2017



Myanmar: A Country With Diverse Attractions



Yangon



Bagan



Mandalay



Inlay



Myanmar: A Country With Diverse Attractions



Putao



Kyaikhtyoe



Myeik Archipelagoes

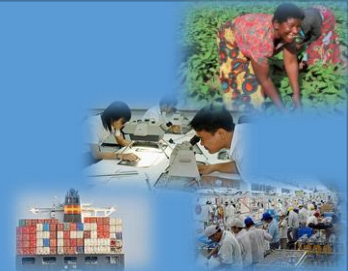


Ngapali





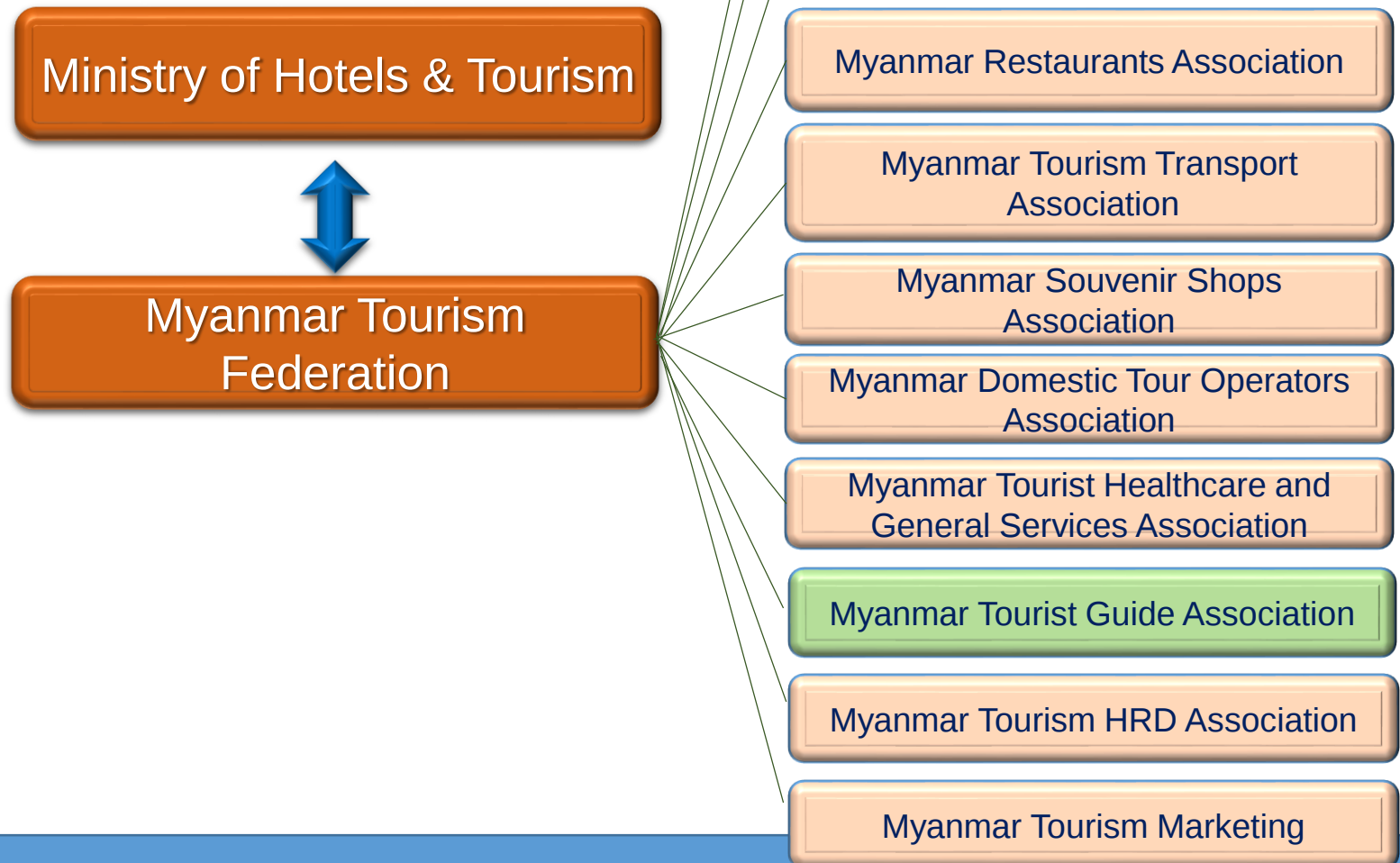
Number of Licenses Issued by MoHT



No.	Type of License		up to Apr. 2017
1	Licensed Hotel, Motel & Guest House	Hotels	1485
		Rooms	68674
2	Licensed Tour Company	Inbound	2475
		Outbound	410
3	Licensed Tourist Transportation		2099
4	Licensed Tourist Guide	National Guide	4181
		Regional Guide	3183



Public, Private Partnership





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 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)





Activities of Myanmar Tourist Guides Association



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

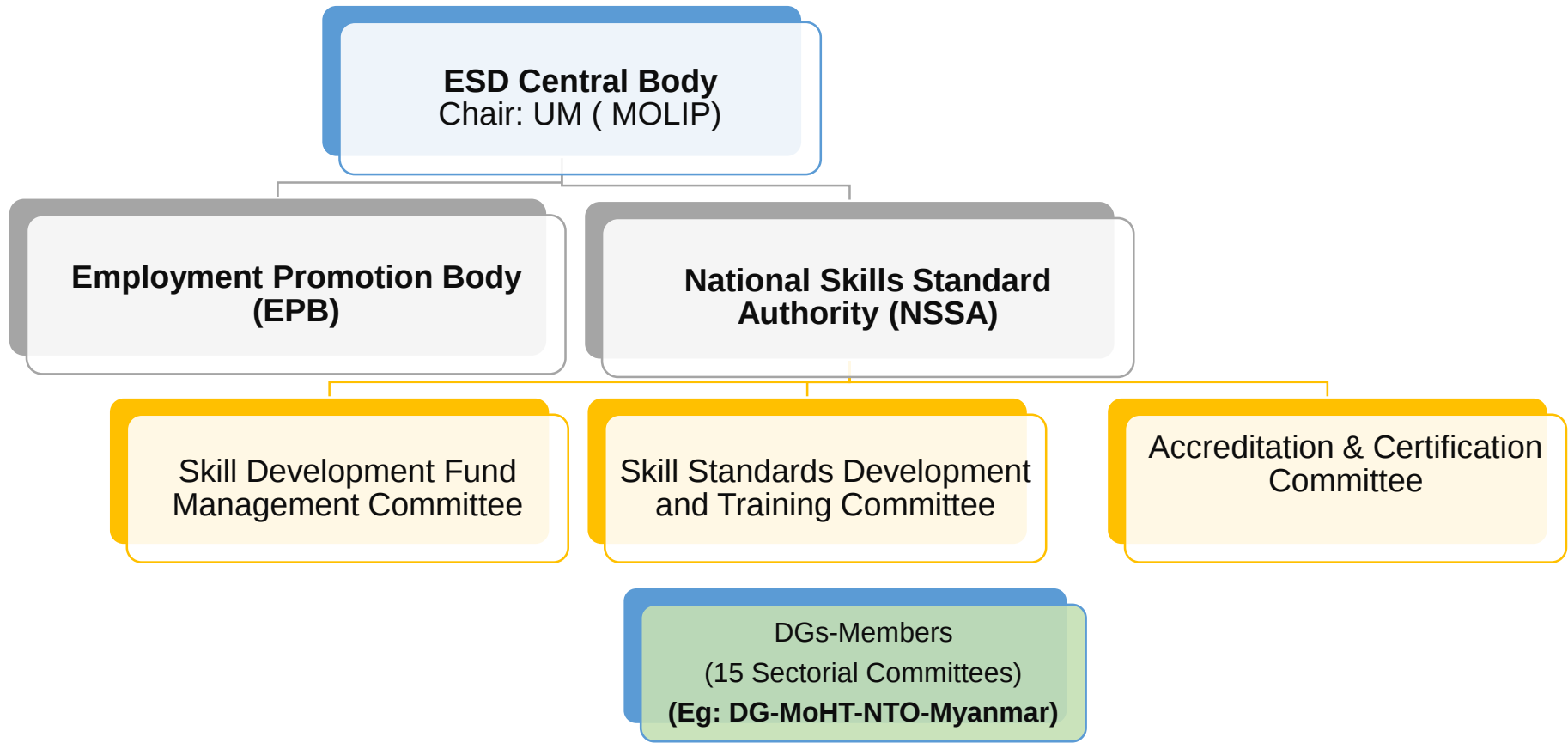


- 18 years old and above, passed matriculation
- Entrance Exam (Written + Oral Test)
- Oral test members (1 YUFL & 1 MTGA)
- 10 weeks training (2 tutorial, 1 final exam, 1 presentation, 2 study trips)
- Knowledge based training (Lecture 70% + Practical 30%)
- Oral test for license (3 from MoHT, 1 from 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

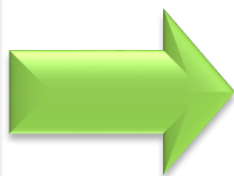




Feature of National Skill Standard Authority (NSSA)



**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



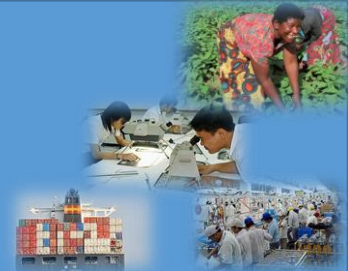
- Initiated in 2015 with the support of SIDA
- Needs Assessment in December 2015
- National Consultation Meeting in February 2016
(Skill Development for Tourist Guides)





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



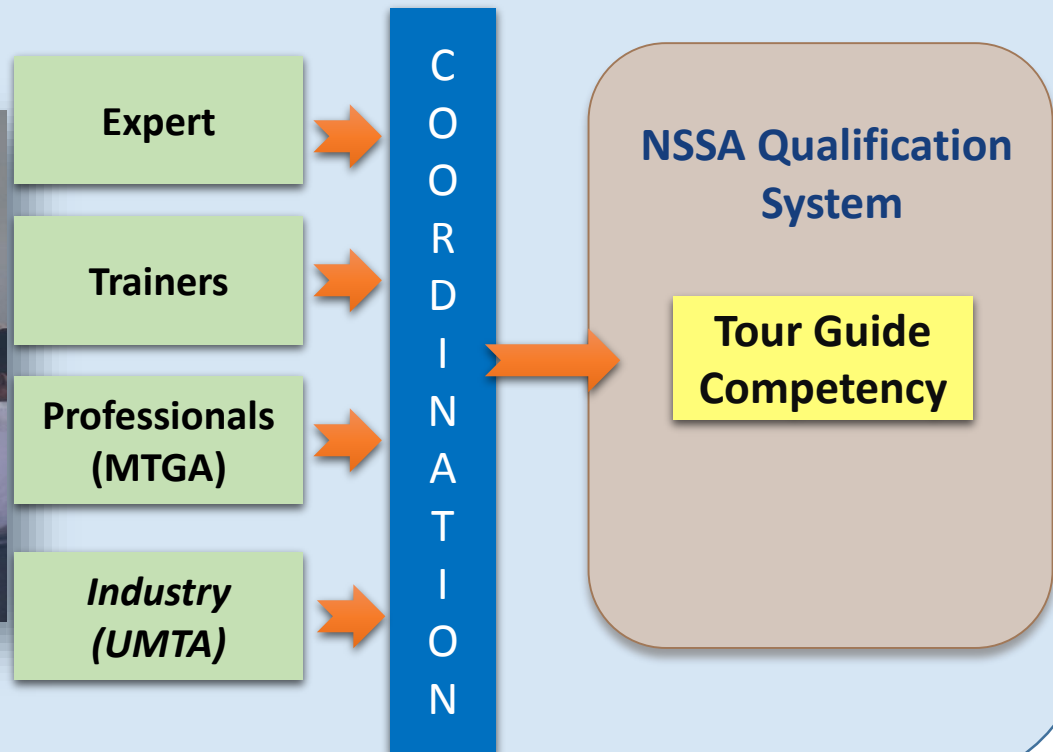
- Need to update and upgrade the curricula of Guide Training School
- Need better classification on guides
- Employers and employees cannot find easily each other (lack of information)
- Use of unlicensed tourist guides for the groups of Korea, China and Vietnam



Consultations among Stakeholders For Formulating National Competency Standards of Tourist Guides



Common ASEAN Tourism Curriculum





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 3
(National Guide)

Competency
Unit (14)

Certificate 2
(Regional Guide)

Competency
Unit (12)

Certificate 1
(Site Guide)

Competency
Unit (8)



Opportunities by Applying the Competency Standards



Get a (Regionally accepted) certified level [ASEAN level of competency standard]	Easier for job hunting
Recognition to hard-working employees	Encouraging the quality of employees
Easier information for employers	Save time for deep interviewing
Reduce employee shortage in peak season	Employees will get more job opportunity



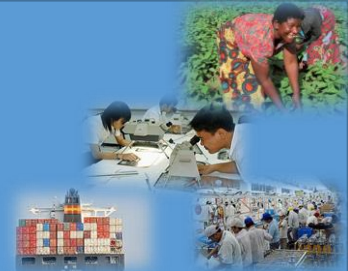
Opportunities by Applying the Competency Standards



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



Framework Level	Level Indicator	Current Certified Level in Myanmar by MOHT
Level 4	Supervision skills in a relative department	?
Level 3	Advance Skills and able to lead in a relative department	National Guide
Level 2	Skills in a occupation	Regional Guide
Level 1	Basic, routine, semi skills in a occupation	Site Guide
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 Assistances



- ❖ 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
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