

MANUAL Sustainable Management in the Hospitality Sector in Myanmar

A Practical Guide for Hotels, Guesthouses and Restaurants
Based on Field Studies in the Inle Lake Region



myanmar
TOURISM FEDERATION



Implemented by
giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH





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Introductory Remarks by His Excellency U Htay Aung, Union Minister of the Ministry of Hotels and Tourism, Republic of the Union of Myanmar

The hospitality sector is the backbone of the tourism industry. With ever-increasing tourist arrivals to Myanmar over recent years, the hospitality industry is flourishing. However, hotels, guesthouses and restaurants in Myanmar also face challenges, relating to managing these tourist influxes and their impacts on our natural resources, our people and our economy in a sustainable way.

The Ministry of Hotels and Tourism has been striving to promote responsible and sustainable business practices in tourism in Myanmar as a catalyst for broad social, economic and environmental benefits of the industry. The Responsible Tourism Policy of Myanmar, the Policy on Community Involvement in Tourism in Myanmar and the Myanmar Tourism Master Plan 2013-2020 provide a framework towards sustainable development through tourism. These documents aim at guiding Myanmar's tourism industry.

The manual on Sustainable Management in the Hospitality Sector is embedded in this framework. It looks at environmental management, purchasing and social aspects in hotels, guesthouses and restaurants. It translates responsible tourism into practice and can be seen as a valuable tool for equipping the hospitality sector with the skills and know-how needed in their daily operations, in order to face the challenges ahead of us.

I kindly invite you to read this guide and to work with us in promoting responsible tourism practices in Myanmar in the future.



A handwritten signature in black ink, appearing to read "Htay Aung".

H.E. U Htay Aung
Union Minister of Hotels and Tourism
Republic of the Union of Myanmar

Foreword

Tourism in Myanmar is accelerating quickly. With the country gradually opening up economically and politically more and more tourists are visiting. Annual international tourist arrivals to Myanmar have doubled since last year, exceeding the three million visitor mark in 2014.

The tourism industry has a high potential to serve as a catalyst for meaningful social, economic, and environmental benefits in the destinations. Moreover, it can be used as a tool for fostering quality and efficiency of business operations. However, rapid growth in tourism involves risks, which can only be mitigated by applying sustainable and responsible approaches.

With this in mind, the Ministry of Hotels and Tourism of Myanmar (MoHT), supported by the Myanmar Tourism Foundation (MTF) and the Hanns Seidel Foundation, published the Myanmar Responsible Tourism Policy in 2012 and the Policy on Community Involvement in Tourism in 2013. Together with the Myanmar Tourism Master Plan 2013-2020 these policy documents present important milestones for paving the way for responsible and sustainable development through tourism in this beautiful country.

MTF, with support of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, seeks to strengthen local capacities in order to translate these important policy documents into practice. Qualified human resources will be the key for improvements in the overall quality and efficiency in the tourism sector in Myanmar.

The following manual is a result of the close cooperation between MTF and GIZ. Its contents highly benefitted from the kind support of our partners, namely the Myanmar Hotelier Association Shan Zone - South and the Myanmar Restaurant Association Inle Zone, as well as from the active participation and valuable contribution of private sector tourism stakeholders in Shan State during the process of developing this manual.

The handbook provides stakeholders from one particular sector of tourism industry – the hospitality sector – with a comprehensive introduction to the areas of sustainable tourism management. We hope that it will serve as a useful resource and learning tool, and help tourism stakeholders in maintaining and sustaining Myanmar's environmental assets, which build a vital basis for the industry's prosperity.

MTF and GIZ will continue supporting tourism stakeholders in their efforts to responsible and sustainable tourism practices in the future. We are looking forward to this on-going learning process.



U Yan Win
Chairman of Myanmar
Tourism Federation

A handwritten signature in blue ink, appearing to read "U Yan Win".

A handwritten signature in blue ink, appearing to read "Dr. Petra Schill".

Dr. Petra Schill
Country Director, GIZ



About Myanmar Tourism Federation

The Myanmar Tourism Federation (MTF) was established in April 2011 by the Myanmar Hoteliers Association, the Union of Myanmar Travel Association and Myanmar Tourism Marketing, under the guidance of the Union Minister and the Ministry of Hotels and Tourism. MTF stands as a national level non-governmental organisation representing and safeguarding the interests of Myanmar's tourism sector. It is the umbrella organisation of eleven national tourism associations, which themselves represent different subsectors of the industry.

MTF is dedicated to the promotion of Myanmar as a tourism destination, to the facilitation of investment in tourism in Myanmar, and to capacity building and human resource development in tourism-related business activities. Moreover, MTF is engaged in supporting tourism practices that contribute to sustainable development at the national level. In 2012 and 2013, MTF supported the development of the Responsible Tourism Policy of Myanmar and the Policy on Community Involvement in Tourism in Myanmar respectively.

MTF is a member of the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI), which is the umbrella organisation representing the private sector in Myanmar. To strengthen international integration of Myanmar's tourism industry, MTF is a member organisation of the Pacific Asian Travel Association (PATA).

About GIZ in Myanmar

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a German federal enterprise and supports the German Government in international cooperation for sustainable development via technical advice and capacity development. GIZ operates in more than 130 countries and employs approximately 17,000 staff members worldwide.

On behalf of the Federal German Ministry of Economic Cooperation and Development (BMZ), GIZ resumed its activities in Myanmar in 2012 in the area of sustainable economic development. GIZ activities currently include three projects on a) Private Sector Development (PSD), b) Technical and Vocational Education and Training (TVET), and c) Financial Sector Development (FSD).

The GIZ Private Sector Development Project (PSD) in Myanmar aims at strengthening capacities for sustainable private sector development, with the focus on improved services for Small and Medium Enterprises (SME) in Myanmar. GIZ provides advisory services to Ministries and the Chamber of Commerce, selected sector associations, including Myanmar Tourism Federation and civil society associations, and contributes to coherent planning and implementation of economic promotion measures at all levels.



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1 Introduction

What is this manual all about?

Tourism industry in Myanmar is undergoing rapid development. With an ever-increasing number of domestic and international tourists, and new tourism businesses being established in tourism destinations across Myanmar the impacts of the industry are spreading.

While increasing tourism can offer many benefits to Myanmar and its people, poorly managed developments and irresponsible tourism practices can hamper further increases and may have negative impacts on the local economy, biodiversity and culture in the long run. There is a need for responsible and sustainable approaches to tourism planning and management at the destination level.

A first important step in this direction has been undertaken at the destination level in the Inle Lake region. In October 2014, the Ministry of Hotels and Tourism of Myanmar (MoHT), the Myanmar Institute for Integrated Development (MIID) and the International Centre for Integrated Mountain Development (ICIMOD), co-funded by the European Union and the Government of the Grand Duchy of Luxemburg, published the Destination Management Plan for the Inlay Lake Region 2014-2019.

The plan clearly outlines the need and rationale for sustainable tourism operations in the area. It follows the vision to develop Inle Lake as a competitive and sustainable destination that is a great place to live, work and visit. The present manual on sustainable management in the hospitality sector takes this idea forward and transfers it to the business level.

Research for this manual was conducted in the Inle Lake region in October and November 2014. Supported by the Myanmar Hotelier Association Shan Zone - South and the Myanmar Restaurant Association Inle Zone, a survey among 30 hotels, guesthouses and restaurants in Nyaung Shwe, on the lake and on its waterfront was carried out. The survey was guided by semi-structured questionnaires. The main topics that were discussed include three broad areas of sustainable management: 1) environmental management, 2) sustainable purchasing, and 3) social aspects.

Apart from looking at the overall circumstances as well as at the gaps and needs of tourism businesses in these fields, the site visits aimed at identifying good practices at the enterprise level. After the process of data gathering, a stakeholder consultation workshop was held in Nyaung Shwe in order to verify preliminary findings and to identify priority topics. Representatives from Shan State government, private tourism businesses and civil society gave valuable inputs for the development of the present manual.

The survey at Inle Lake provided a sound basis for the development of this handbook. However, giving an overall introduction to sustainable management in the hospitality sector and providing the reader with practical tips for all departments, this handbook will hopefully be a useful resource for all hospitality stakeholders across Myanmar.

The manual considers five key issues of sustainable management in the hospitality sector, namely water, waste, energy, purchasing and people. It outlines the rationale for taking systematic approaches towards handling these issues, the benefits involved as well as the basic principles to follow. In addition, each of these issues is viewed at from the perspective of stakeholders at Inle Lake.

Based on these considerations, the manual provides hands-on tips and guidelines for all hotel and restaurant departments separately. Guidelines are structured in checklists and underpinned by good practices and pictures from the Inle Lake region. The manual concludes with a directory on where to find environmentally friendly products in Myanmar, and a glossary briefly explaining key terms used.

The handbook is targeted at hotels, guesthouses and restaurants in Myanmar that are interested in contributing to more sustainable practices by taking steps to reduce their impacts on the natural environment and enhancing benefits for local communities. It is meant to be an inspiration and a driver for the hospitality sector in Myanmar to establish business practices that are more cost effective, more environmentally sound and more socially just.

2 Sustainable Practices in the Hospitality Sector

What are the issues and why is it important to take care of them?

2.1 Water

What is the issue?

The tourism industry consumes significant amounts of fresh water in daily operations. Most fresh water is consumed in kitchen departments, for maintaining gardens and pools, for laundry and cleaning services, and for individual guest consumption. The United Nations World Tourism Organisation (UNWTO) estimates that total water consumption per guest is double or triple that of residents of destinations. The overuse of fresh water by the tourism industry sharply contrasts the lack of access to safe drinking water for a significant number of the world's population.

But not only is the overuse of fresh water a threat to livelihoods – production of wastewater also is. Simply put, the more water used on site, the more wastewater is generated. If not managed properly, wastewater can contaminate local water supplies and ground water, contribute to degradation of natural and marine resources, and spread disease and hygiene risks such as infections, gastro-intestinal disease, cholera and others.

Management of Water and Wastewater in Hotels and Restaurants at Inle Lake

The vast majority of hotels and restaurants visited during the survey have their own fresh water source. Fresh water is either obtained from tube wells or springs. The quality of fresh water is not sufficient for drinking or carrying out tasks like cooking or washing dishes. Further treatment and additional purchase of bottled drinking water are necessary measures. Particularly at the northern and eastern parts of the lake, water becomes short during summer time. Apart from that water supply was not perceived a problem.

The treatment of wastewater is largely handled by tourism businesses themselves. On-site sewage treatment plants and the use of septic tanks are common practice. In Nyaung Shwe there is a municipal drainage system for the disposal of grey water. However, wastewater disposal is perceived as not being sufficient, and information and knowledge about water quality and treatment systems are lacking.

In the hotels and restaurants observed there are only a few systematic efforts being made to conserve fresh water. For instance, out of the 30 premises visited, only one had a system in place to keep record of its fresh water consumption. Nonetheless, individual water-saving practices and installations could be observed frequently.



What are the benefits?

Benefits associated with systematic management of water and wastewater include:

- Cost savings in purchasing fresh water and treating wastewater
- Fewer water shortages for local communities, businesses and other industries requiring water (agriculture, manufacturing, etc.)
- Reduced contamination of fresh water sources, including ground water and surface water
- Prevention of diseases from contaminated water among guests, staff and local communities
- Protection of important tourism assets such as water habitats, natural environment and wildlife

What are the basic principles to follow?

- **What you don't measure, you can't manage!**
Having systems in place to monitor overall fresh water consumption for each operating area, and to keep record of the amount and type of wastewater produced on site is a critical factor when aiming at efficiency and quality improvements in water management.
- **Train, Inform, Encourage!**
Large proportions of fresh water consumption and wastewater production result from improper use of water by staff and guests. Training staff on water-saving practices in all operating areas, as well as informing and encouraging guests and staff members to use water sparingly can thus contribute to significant reductions in these areas.
- **Take advantage of green technology and low-cost installations!**
There are technology-based solutions to reduce fresh water consumption and improve the handling of wastewater. These vary widely in investment costs and purpose. Identifying those solutions that best fit the scale and scope of a business is thus a key consideration when opting for water-saving technology and wastewater treatment systems.

- 1 & 2) Depending on the size of a business there are different options for saving fresh water. These pictures show systems for collecting rainwater and reusing it: a rainwater harvesting plant installed in a large resort, and a tank for collecting rainwater on the premises of a restaurant.
- 3) This sign is placed in a shower, informing guests about the amount of water running through their showers. Instead of instructing or prohibiting guests, they are set thinking.



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Your shower
Rains 11 lt. per minute



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2.2 Waste

What is the issue?

Solid waste is a major source of environmental pollution. Hotels and restaurants produce large amounts of waste. Where there are no efficient systems for waste disposal and treatment in place this becomes a problem; for operators, who have to spend time, money and efforts to find acceptable disposal solutions as well as for the natural environment, tourists and inhabitants of a place whose wellbeing is threatened by unregulated waste disposal and treatment.

If not managed properly, solid and hazardous waste can contaminate local water supplies and ground

water, damage people's health when burnt, filling the stomachs of animals that eat it, and contribute to degradation of natural resources.

Actually, large amounts of waste produced in hotels and restaurants is composed of materials that do not necessarily have to end up in landfill, including organic waste from kitchen and gardens, packaging waste, disposable items and recyclable items. It is estimated that hotels can reduce up to 60% of waste they send to landfill by proper waste management practices.

Waste Management in Hotels and Restaurants at Inle Lake

Waste management is a challenge for the hospitality sector in Nyaung Shwe and at Inle Lake. On the lake and on its waterfront there is no public system for waste collection and disposal in place. In Nyaung Shwe hotels and restaurants perceive the municipal waste management system as insufficient.

Civil society organisations and village self-help groups have been established around the lake taking care of the collection and disposal of solid waste. Incineration and the creation of individual landfills are common practice for hotels and restaurants. These present a serious threat to the health of the natural environment and of the area's inhabitants and visitors.

Individual approaches to proper waste management particularly focus on waste separation, reuse and recycling. Many sites sell recyclable items such as plastic bottles, cans and glass bottles to collectors and vendors. Organic waste is given to piggeries or used for composting.

There is neither a special treatment for hazardous waste nor systems in place to monitor and keep record of the sources and amounts of waste produced at the enterprise level.



What are the benefits?

Benefits associated with systematic waste management include:

- Cost savings through lower fees for disposal
- Cost savings on raw materials and resources because supplies are used more efficiently
- Advancements in tourism experiences and image through limitation of visual degradation of the area
- Conservation of the quality of tourism assets

What are the basic principles to follow?

→ **Measure!**

To establish a better understanding and to identify appropriate mechanisms for the handling of waste that is produced on site, it is important to know about the sources (i.e. operating areas), amounts (e.g. weight, number of waste bins) and forms → (e.g. organic, plastic, paper, e-waste). A measurement system that keeps record of these categories is crucial in the management of waste.

→ **Reduce, Reuse, Recycle!**

The 3Rs of waste management – Reduce, Reuse, Recycle – describe an approach to minimise the amount of material that needs

to be actually disposed. Reducing means not creating waste in the first place by making good purchasing decisions and should always be the first choice.

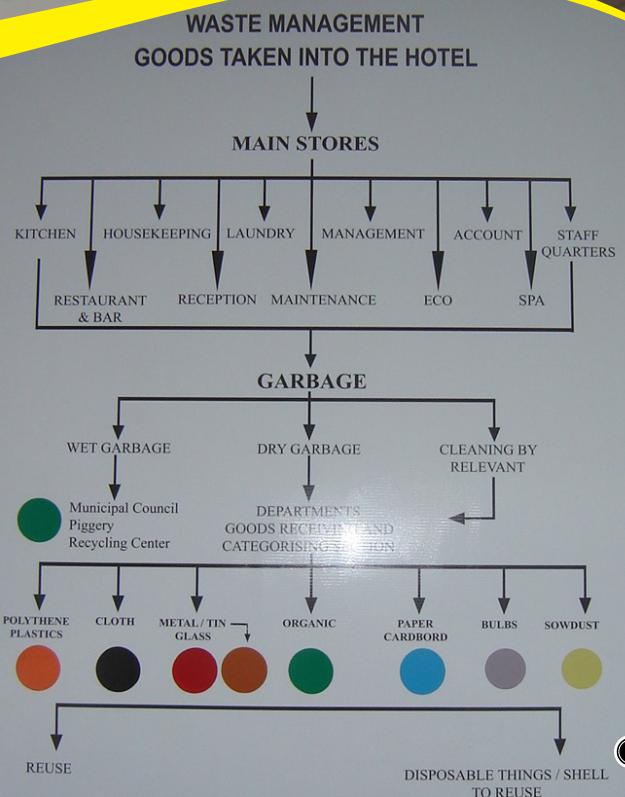
Separate!

Reusing, recycling and the final disposal of waste requires separation of materials. Separating materials at their source by placing different waste bins in all operating areas helps to reduce time and effort. It is also important to identify treatment options for each form of waste. If there is no different treatment, there is no point in collecting separately.

- 1) Reduce waste by not creating it in the first place! For instance, using refillable containers for soap and shampoo is a common but effective measure to reduce waste in hotels and restaurants.
- 2) All waste produced in this hotel is categorised and monitored. Colour coding for each waste category helps separating.
- 3) Colour coding and different waste bins for recyclables and hazardous waste, which needs special treatment, are the essentials of waste separation.



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2.3 Energy

What is the issue?

In the hospitality sector, energy is a key contributor to operational costs. For instance, in hotels, energy is considered the second highest expenditure after wages. From a business perspective saving energy is thus a very profitable measure.

In addition, saving energy contributes to an intact environment. Electricity primarily comes from fossil fuels, such as coal, gas and oil. Burning fossil fuels to produce electricity or other forms of energy has

negative impacts on the environment and on human health. Emissions from burning fossil fuels are considered one of the major causes of air pollution, climate change and global warming.

Being a global problem, climate change and global warming have impacts at the local level, too – contributing to changes in weather patterns, to the spread of infectious diseases, to lower water levels and droughts, and to natural disasters.

Energy Management in Hotels and Restaurants at Inle Lake

In contrast to some other remote tourism destinations in Myanmar, electricity supply in Inle Lake region is perceived stable and sufficient. All hotels and restaurants interviewed are connected to the national grid, which has undergone significant improvements in recent years. However, diesel generators, which are costly in operations, are still necessary to bridge power cuts.

An important energy source for cooking is charcoal, which is purchased locally. Production of charcoal adds to environmental degradation and deforestation, which is already a threat to the surrounding hills of Inle lake.

Three of the observed hotels use renewable solar energy for producing electricity or heating water. Yet many others were reluctant to install such systems due to high investment costs, shortage of maintenance staff and quality concerns.

Good practices for saving energy include the installation of energy saving light bulbs, individual circuit breakers for each guest room and key card systems. Mechanisms to systematically keep record of all energy consumed on site are not in place.



What are the benefits?

Benefits associated with efficient energy use include:

- Reduced operational costs
- Improvements in access to and reliability of energy supply
- Fewer power shortages for local communities, businesses and other industries requiring energy
- Customer satisfaction and access to new tourism markets
- Limited stress on the environment through reduced effects on global warming and climate change, reductions in deforestation and pollution of air, water and soil

What are the basic principles to follow?

- **What you don't measure, you can't manage!**
Having systems in place to monitor energy consumption for each operating area is a critical factor when aiming at efficiency and quality improvements in energy management. This also includes keeping record of the different types of energy supply, i.e. electricity, diesel for generators and engines, gas and charcoal for cooking, etc.
- **Take advantage of green technology and low-cost installations!**
There are technology-based solutions to reduce energy consumption and to make use of renewable energies, which are less environmentally damaging. These installations vary widely in investment costs and purpose. Identifying those solutions that best fit the scale and scope of a business

is thus a key consideration when opting for a more environmentally friendly and cost efficient energy supply.

Inform, Encourage, Co-operate!
Individual guest consumption and unnecessary use of energy in daily operations are important sources of wastage of energy. Training staff on energy-saving practices in all operating areas, as well as informing and encouraging guests to use electricity responsibly can thus contribute to significant reductions in these areas.

- 1) Individual circuit breakers for each guest room help reducing unnecessary energy use when rooms are not occupied.
- 2) This sign is placed in a hotel reminding guests of energy wastage due to open doors when the air conditioning is running.
- 3) This solar water heating system is installed on the roof of a small guesthouse. In low season the heater provides enough hot water to cater for all guests.



2.4 Purchasing

What is the issue?

Hotels and restaurants have to purchase many goods and services for getting their businesses started, including construction supplies, furniture, tableware, power equipment, bedding and towels, decorations and vehicles, among others. In addition, they need many products in their daily operations. Fresh vegetables and fruit, processed food, beverages, cleaning and laundry supplies and office supplies are just a few of them.

All these items leave an impact on the environment, including waste, water and energy supply, mainly resulting from their production processes and

transportation. Even if hotels and restaurants cannot directly minimise these impacts – they can indirectly contribute to sustainable practices by making the right procurement decisions.

Sustainable purchasing decisions thus consider the whole-of-life costs of products. Questions hotels and restaurants should ask themselves include: Is it necessary at all to purchase a specific item? What are products used on site made of? How have they been produced? Where do they come from? What are they packed in? And how will they be disposed of?

Purchasing Practices in Hotels and Restaurants at Inle Lake

Agriculture and fishing are key economic sectors in Inle lake region. Accordingly, hotels and restaurants purchase the vast majority of fresh food supplies at the local markets. There are concerns about condition and quality of local fresh vegetables because of the heavy use of chemical fertilisers in the area.

Processed food items such as sauce, meat and seafood are purchased from Taunggyi or Yangon because opportunities for local procurement of these items are lacking.

The majority of items used for interior design, decoration and those sold in souvenir shops are sourced from local suppliers. Buying from local workshops and artisans is a critical factor for hotels and restaurants. Compared to this, environmentally friendly production and natural ingredients are of less importance.

In general, there are only few efforts being made to purchase eco-friendly products or organic food. Main obstacles in this regard are the lack of information and a (perceived) non-availability of such items.



What are the benefits?

Benefits associated with sustainable purchasing include:

- Enhanced quality of goods and services, and a secure source of fresh food supplies
- Maintenance of the quality of tourism assets by reducing environmental degradation from air, soil and water pollution
- Establishment of long-term relationships with local producers and vendors
- Cost reduction through bulk purchasing and advanced efficiency in waste disposal, transport, energy, storage, etc.
- Image improvements of tourism industry among guests and local communities
- Contribution to sustainable community development through creation of links between different sectors, income generation and contributions to local culture and tradition

What are the basic principles to follow?

→ **Buy local as much as possible!**

Local purchasing can save costs, time, waste and energy associated with transportation, packaging and storage of products. It also contributes to the local economy, creates income opportunities and facilitates local community development.

→ **Buy eco-friendly as much as possible!**

Procurement of environmentally friendly products and installations helps to minimise negative impacts on the natural environment and may directly or indirectly support sustainable management of waste, water and energy on site.

Quality not quantity!

Quality of products is a critical factor when purchasing hotel supplies, equipment or installations. Preferring quality over quantity adds to customer satisfaction and the products' lifespan whilst minimising waste, raw materials and replacement costs.

- 1) To buy fresh products from local markets saves resources and creates benefits for local producers.

- 2) The lobby of this hotel is equipped with chairs that are traditionally found on many boats on Inle Lake. Restoring old products instead of disposing them and buying new ones reduces the use of resources.



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2.5 People

What is the issue?

The tourism industry and hospitality sector are important parts of the economy. Worldwide, one out of eleven jobs is linked to tourism.

According to the World Travel and Tourism Council, the tourism industry directly supported 338,500 jobs in Myanmar in 2013, which equals 1.2% of total employment. Including employment impacts of purchasing from suppliers and tourism investments, the industry contributed to 823,500 jobs in the country.

Hospitality is a highly labour-intensive sector, which implicates a high demand of low-skilled service staff and thus low barriers for entrance into the labour market for people from the local

communities. Particularly in rural areas, where livelihood opportunities are rare, tourism can create significant employment and income.

However, the tourism industry is also frequently associated with substandard working conditions, poor opportunities for professional development of employees and negative impacts on local communities. Thus, considering social aspects, fair treatment of staff and active support for local community development are of crucial importance for the hospitality sector.

After all, a welcoming atmosphere created by your employees and local residents alike benefits your business and the wellbeing of your guests.

Community Involvement and Staff in Hotels and Restaurants at Inle Lake

The hospitality sector is an important employer at Inle Lake. The vast majority of staff working in the observed hotels and restaurants originate from Shan State. Particularly, large hotels opt for local staff and have specific policies on local recruitment in place.

The level of training is weak, low-level staff have usually not received any formal training. Rather, hotels and restaurants offer in-house training during low season led by the respective heads of department, or practice cross trainings with other hotels. Some hotels send staff to Yangon during the low season to attend official training offered by the Ministry of Hotels and Tourism. The local chapter of the Myanmar Hotelier Association combines efforts. Supported by the Ministry of Hotels and Tourism expert trainers are invited to Nyaung Shwe so that staff from local hotels can attend.

High staff turnovers are a problem in the area. In some hotels turn over was as high as 60% in 2013. Hotels and restaurants reported that this was a problem, especially due to the low skill level and the need to train staff in-house. Staff turnover thus comes with high investments without return.

All hotels and restaurants interviewed are involved in some kind of support for local community initiatives. Most common is donating money to monasteries and schools. Other activities include regular lake cleaning, active conservation of native species in flora and fauna, environmental awareness programmes, and technical support for local fishing communities.



What are the benefits?

Positive impacts resulting from socially responsible behaviour include:

- Keeping with existing laws through consideration of your employees' rights
- Enhanced staff morale
- Improvements in guest support and service quality through well-trained staff
- Minimised friction between staff members
- Development at the local level
- Good reputation among local residents, public authorities, guests and other stakeholders

What are the basic principles to follow?

→ **Be a fair and supportive employer!**

Providing fair working conditions in terms of adequate payment, working hours, breaks, vacation, and opportunities for professional development are some of the responsibilities of each employer. Complying with labour laws, not employing under-aged staff and providing equal opportunities to all segments of society are the duties.

Combine efforts!

To tackle mutual problems such as efficient water and energy supply, waste and wastewater treatment systems, and environmentally friendly production it is important to work together. Broad and target-oriented cooperation among hotels and restaurants, local organisations and local authorities builds the basis for improvements in these areas at the local level.



DOs & DON'Ts FOR TOURISTS



HOW YOU CAN VISIT MYANMAR RESPONSIBLY

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- 1) Staff is key in the service industry. So is the provision of fair working conditions.
- 2) To raise awareness and to tackle local problems, work together with local organisations that are engaged in environmental issues and can share their knowledge and expertise.
- 3) Providing your guests with information about local customs and appropriate behaviour adds to more enjoyable experiences and interactions between your guests and local people.



3 Checklists

Which steps can be taken in every department?

3.1 Public Areas

Checklist

Apply low-energy design. Make the best use of sunlight and ventilation to reduce operational lighting and air conditioning costs in the long run.

Use local products and designs for interior decoration and furnishing to support local producers and create an authentic atmosphere for your guests.

Support small, local entrepreneurs who produce goods based on the area's nature, history and culture such as handicraft and local specialities. Sell and showcase their products in your souvenir shop. Opt for souvenirs made by enterprises engaged in sustainable practices.

Install timers for lighting in corridors to avoid excessive use during night time. Motion sensors and individual fittings for every light help to reduce energy use during low season.

Opt for sensor-controlled doors in public areas to prevent flow off of cooled air and overuse of energy.

Install temperature controls to air conditioning units to avoid overcooling or overheating of the lobby and other public areas. Adjust the temperatures of air-conditioned spaces during night time to fixed levels.

Use natural odours and air refreshers in public areas. Avoid aerosol spray products.

Install fresh water dispensers in public areas to reduce the amount of plastic water bottles used. Inform your guests about your practices and that this water meets the same quality and hygiene standards as bottled water.

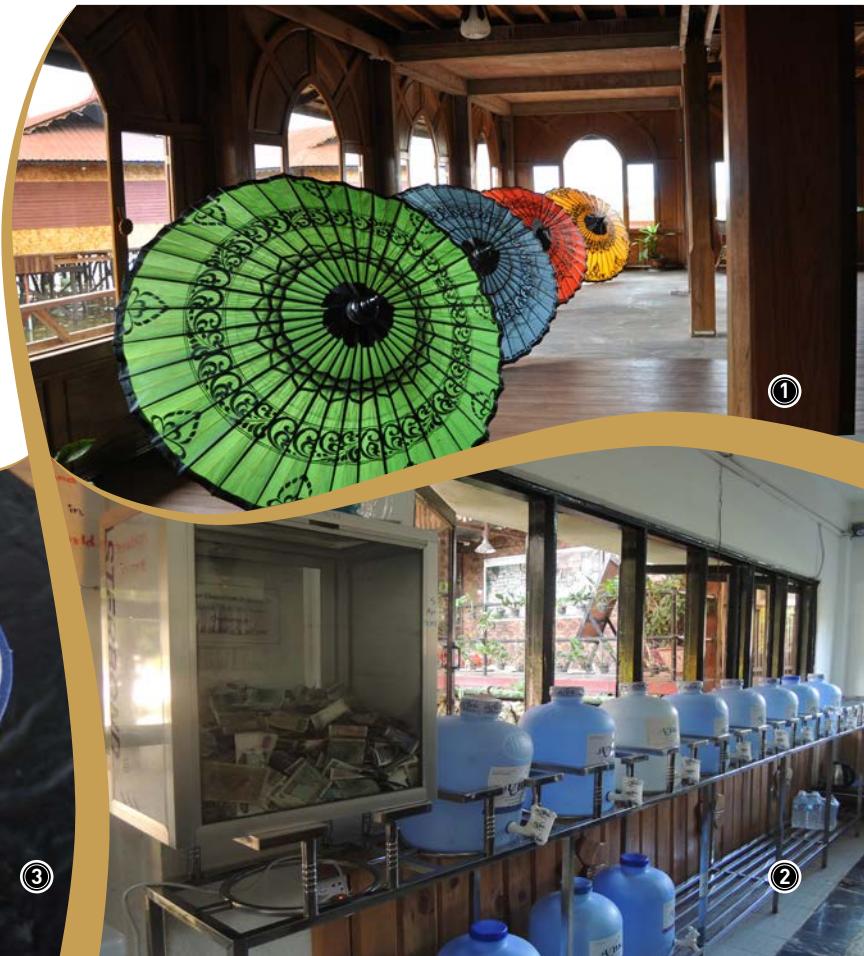
Place two kinds of waste bins in public areas: one for regular waste and one for recyclable waste. Place information at the bins explaining which products can be disposed of in each bin.

Collect litter in public areas continuously during the day.

Install sensor controlled taps and flow regulators to prevent unnecessary use of water in public restrooms.

- Install cloth roll towels or hand dryers in public restrooms to limit use of paper towels.
- Opt for refillable containers for liquid soap in public toilets. Use biodegradable soaps made from natural ingredients.
- Use non-toxic cleaning products that leave no chemical residue or odour.
- Train staff to immediately report leaking and broken equipment to the maintenance department.

- 1) Low-energy architecture in this lobby makes use of sunlight and ventilation. Umbrellas made by local artisans create an authentic atmosphere.
- 2 & 3) Reduce waste by not creating it in the first place! Fresh water dispensers in public areas help in reducing the number of water plastic bottles and may contribute to a good cause. In the lobby of this small hotel, guests are encouraged to tap their own water and to donate money for a blind school in return.



3.2 Guest Rooms

Checklist

Apply low-energy design when building guestrooms. Make the best use of sunlight and ventilation to reduce operational lighting and air conditioning costs in the long run.

Use local products and designs for interior decoration and furnishing to support local producers and create an authentic atmosphere for your guests.

Install a key card system to ensure that lighting and air conditioning are not used when guests are not in their room. Also, individual circuit breakers can be installed to easily shut off all energy when a room is not occupied.

If you do not have a key card system installed, make sure that your housekeeping staff visits unoccupied rooms as early as possible after check out to switch off lights and power equipment.

Install dual-flush toilet cisterns and low-flow taps and showers in bathrooms to conserve water.

Place two waste bins in guest rooms: one for regular waste and one for recyclable waste. Place information at the bins explaining which products can be disposed in them.

Avoid plastic packaging of hygiene supplies. Opt for reusable and refillable containers for shampoos, liquid soap and lotion. If you offer packaged, single-use supplies such as soap, toothbrushes, combs and bathing caps, find eco-friendly alternatives to plastic wrappings.

Equip guestrooms with eco-friendly and locally sourced commodities, such as soap made from natural ingredients, hand-made paper for note taking or local organic coffee and tea, where possible.

Offer rarely used items (e.g. sewing kit, shoe cleaning kit) and newspapers to guests by request only.

Avoid plastic water bottles in guest rooms. Install free-of-charge fresh water dispensers in public areas or provide each guest room daily with fresh drinking water in re-usable glass bottles. Inform your guests about your practices and that this water meets the same quality and hygiene standards as bottled water.

If you have a policy for the reuse of towels and bed linen in place, put signs informing your guests about it. Train your housekeeping staff to only replace towels and bed linen in accordance with your policy.

Collect and deliver laundry in eco-friendly cloth bags or baskets instead of plastic bags.

Put signs in guestrooms reminding guests to use water and energy sparingly, and not to leave taps and devices on unless needed.



Provide your guests with information about the area, local customs and traditions, natural surroundings, wildlife and community projects to increase understanding. Encourage guests to explore and contribute.



Do good and talk about it – inform your guest about your efforts towards environmental management to increase their awareness and understanding. Ask them for feedback on these issues.



Train housekeeping staff to immediately report leaking and broken equipment to the maintenance department.



1 & 2) Local soap is cut into small pieces and wrapped into newspaper – the hotel adds to a nice atmosphere and reduces packaging and costs.

3) Low energy designs “Taking advantage of natural lighting and ventilation this hotel room has a pleasant climate – even without having an AC installed.

4) Key card systems help to reduce unnecessary energy consumption when guest-rooms are not occupied.

5) Having a policy in place for reuse of towels is a good measure to reduce water, energy and costs. Place signs for your guests and train your housekeeping staff to follow that policy.



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3.3 Restaurant

Checklist

Design a menu that is adapted to seasonal and local produce.



Include pictures and explanations of local ingredients and locally produced alternatives to imported items on the menu.



Avoid using single-serving packages for butter, jam, sugar, salt, pepper, etc. Use appropriately sized, eco-friendly containers instead.



Avoid using plastic wrapped, single-serving chopsticks. Opt for reusable ones.



Avoid using plastic water bottles in the restaurant. Serve filtered water in jars or reusable glass bottles.



Reduce the use of drinking straws. Provide them upon request.



Opt for table napkins made from recycled materials or cloth.



Install dimmer lights in restaurants and have individual fittings for every light and every fan to avoid unnecessary energy use during low season.



Use natural materials (e.g. banana leaves, coconut bowls) for food packaging and presentation.



Provide your staff with locally made, traditional staff uniforms to support local artisans.



Use local products for interior design and furnishings in the restaurant to support local producers and create an authentic atmosphere for your guests.



Reuse printed restaurant bills. Use the back side for order taking or scrap paper.



Provide opportunities for guests to enjoy and participate in local cooking, arts and culture presentations.



Train service staff to inform guests about your efforts towards eco-friendly operations, local ingredients, issues related to sustainable sourcing, production and harvesting of food.

Train service staff to immediately report leaking and broken equipment to the maintenance department.

- 1) This cooking class is offered by a small restaurant at Inle Lake. Guests enjoy getting to know about local food products and learning how to cook dishes of Myanmar.
- 2) This breakfast menu offers a big variety of international and local dishes.
- 3) Making use of natural ingredients and natural packaging material.
- 4) A selected menu that is adapted to seasonal produce assists your kitchen staff in planning cooking processes and ingredients more efficiently. Thus it can be an important measure in reducing food waste and to maintain high quality dishes.



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3.4 Kitchen

Checklist

Always keep kitchens clean and tidy. Maintaining equipment in good condition extends its lifespan, reduces power consumption and expense, and contributes to safety.

Remove food residues from microwave ovens, toasters, extractors, etc.

Defrost refrigerators and freezers regularly to reduce energy consumption.

Place refrigerators and freezers away from direct sunlight and cookers. Ensure that cold storage equipment has enough ventilation to run properly and efficiently.

Minimise opening doors of refrigerators and freezers. Arrange items in cold storage so that what is needed can easily be found.

During low season, store goods together to use fewer refrigerators.

Do not let the tap run while you are washing dishes, cleaning vegetables or defrosting food.
Install plugs in sinks or use a bowl/bucket.

Turn on water taps only when needed.

Install flow controlled aerators in taps to reduce fresh water consumption.

Always operate dishwashers near or at their full capacity to make the most efficient use of water and energy.

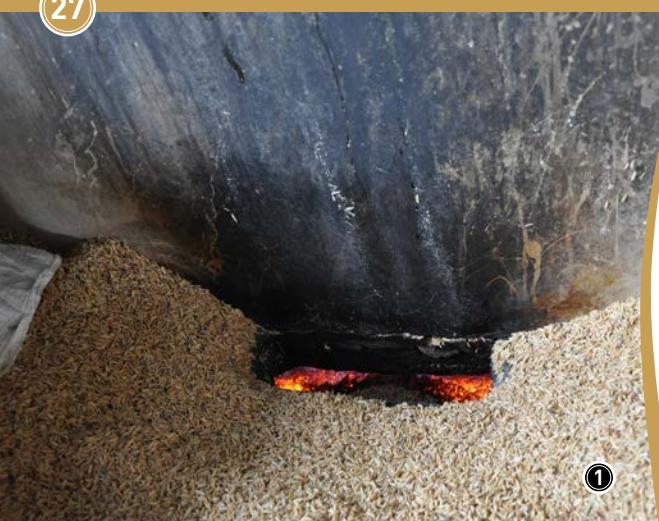
Always use appropriate sized pans, pots and cooking tops. Avoid unnecessary opening of the oven doors to reduce energy consumption.

Turn off equipment (e.g. gas cookers, coffee machines) when not in use. Train staff to use equipment efficiently.

Turn off ventilation and lights when no one is in the kitchen.

Plan cooking processes in advance and prepare appropriate amounts of food to reduce food waste.

Train staff to bring shopping bags and reusable packaging containers when they go shopping to reduce the use of plastic bags from sellers.	<input type="radio"/>
Buy food items in bulk to reduce packaging.	<input type="radio"/>
Separate waste at its source: have different waste bins/containers in your kitchen for the separate collection of food waste, dry waste (paper, glass, metal, plastic), waste oils and grease, and general waste.	<input type="radio"/>
Compost food waste to make organic fertiliser for the garden wherever possible.	<input type="radio"/>
Produce your own biogas or bio-diesel by technology-based processing of food waste.	<input type="radio"/>
Give, sell or donate food waste to piggeries.	<input type="radio"/>
Sell plastic and glass bottles, cardboard boxes and cans to collectors or recycling factories.	<input type="radio"/>
Waste oils and grease from the kitchen require separate processing. Sell or use them to make bio-diesel or for the manufacturing of washing soaps and detergents.	<input type="radio"/>
Never pour food waste and cooking oil down the drains or toilets.	<input type="radio"/>
Identify alternative sources of energy. Use stoves that run with eco-friendly energy sources (e.g. rice husk, saw dust, dry leaves) instead of cooking with charcoal, which might contribute to deforestation and environmental degradation.	<input type="radio"/>
Train kitchen staff to immediately report leaking and broken equipment to the maintenance department.	<input type="radio"/>



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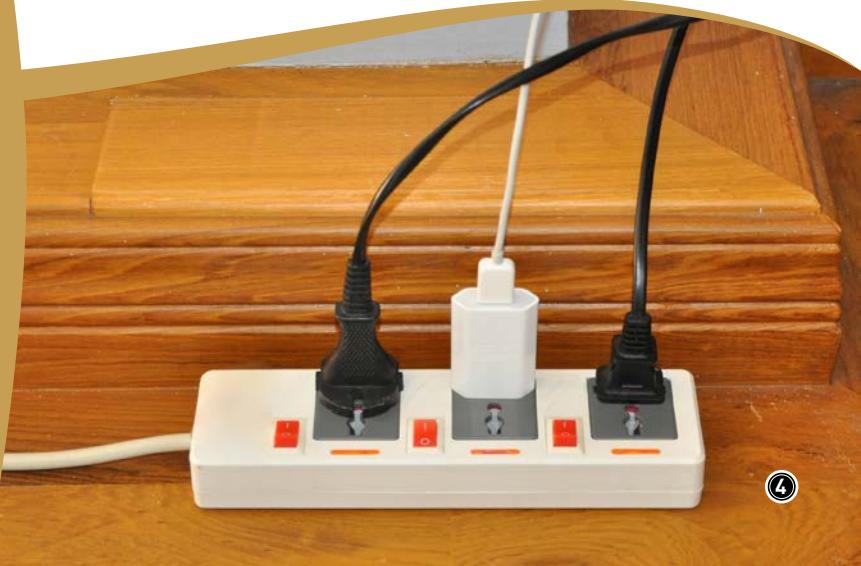


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1 & 2) This sustainable stove fired with rice husk contributes to environmental conservation and saves costs. Installation costs for the sustainable stove are higher than for a regular stove. However, low-price energy sources substantially cut down operational costs. The ash can also be used as organic fertiliser in the garden.

3) Always give preference to fresh ingredients over processed ones. This minimises environmental impacts resulting from processing, packaging and transport of these items.

4) Central power strips in offices are a useful low-cost installation to reduce energy by switching off all energy at once.



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3.5 Office

Checklist

Reduce the use and purchase of office consumables:

- Purchase re-fillable pens, cartridges and toners.
- Recycle file folders and inter-office envelopes.
- Opt for paperclips, which can be reused instead of staples.

Reduce paper use:

- Send emails not letters.
- Read emails on screen and only print them when necessary.
- Keep electronic copies instead of paper.
- Print and copy on both sides of the paper. Place a sign reminding office staff to do so.
- Use the reverse of scrap paper for note taking.
- Encourage online registration for guests to save paper and reduce costs.

Use paper and tissue products derived from recycled materials.

Provide clearly marked containers for storage of office supplies that can be reused (e.g. envelopes, paperclips, scrap paper, refillable pens, etc.).

Change computer preferences to energy-saving settings, including faster sleep time, lower lighting, etc.

Unplug power adapters and chargers when not in use.

Install power strips as central turn-off points.

Avoid using plastic water bottles at your offices. Install a fresh water dispenser instead.

Train office staff to turn off lighting, heating, ventilation and air conditioning, and unplug all office equipment (e.g. computers, printers, scanners) at the end of the day.

Train office staff to immediately report leaking and broken equipment to the maintenance department.

3.6 Laundry

Checklist

Collect and deliver laundry in eco-friendly cloth bags or bamboo baskets instead of using plastic bags.

Always run full loads in washing machines and dryers to make most efficient use of water and energy.

Use small washing machines and dryers during low occupancy.

Always use the shortest possible cycle, the lowest temperature and the smallest possible amount of detergent needed for proper laundering.

If you replace washing machines and dryers give preference to energy and water efficient installations.

For heating water install gas boilers or solar heaters instead of traditional diesel or electricity boilers to reduce carbon emissions.

Recover grey water from laundry processes, and reuse it for garden irrigation or toilet flushing. Rinse water from industrial washing machines can be collected in an additional tank and reused in the next pre-wash laundry cycles.

Use environmentally friendly detergents and laundry chemicals. Buy these items in bulk to reduce packaging.

Collect potentially hazardous liquid wastes (e.g. bleaching chemicals) for separate processing as special wastes. Look for ways for proper disposal.

Train laundry staff to turn off lighting, heating, ventilation and air-conditioning, and switch off all appliances when the laundry is not in use.

Train laundry staff to immediately report leaking and broken equipment to the maintenance department.

- 1) Avoid plastic bags for the collection and delivery of laundry. Opt for natural and eco-friendly alternatives.
- 2) Use small and large washing machines in accordance with different laundry amounts in low and high season.



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3.7 Garden

Checklist

Opt for natural and local vegetation instead of introducing non-native plants to your garden. Native plants are easier and cheaper to maintain because they require less water, pesticides and fertilisers.

Plant a diversity of plants and flowers to prevent pest attacks.

Plant trees and create shade in your gardens instead of having large lawns, which become dry quickly. This helps reducing water wastage.

Water gardens in the early morning or evening – never at noon – to reduce evaporation by the sun.

Harvest rainwater and reuse it for landscape irrigation. Depending on the size of your premises, rainwater can be collected using a harvesting plant or with a smaller rainwater tank.

Avoid chemical pesticides as much as possible to reduce contamination of soil and water sources. Opt for organic pesticides for pest control.

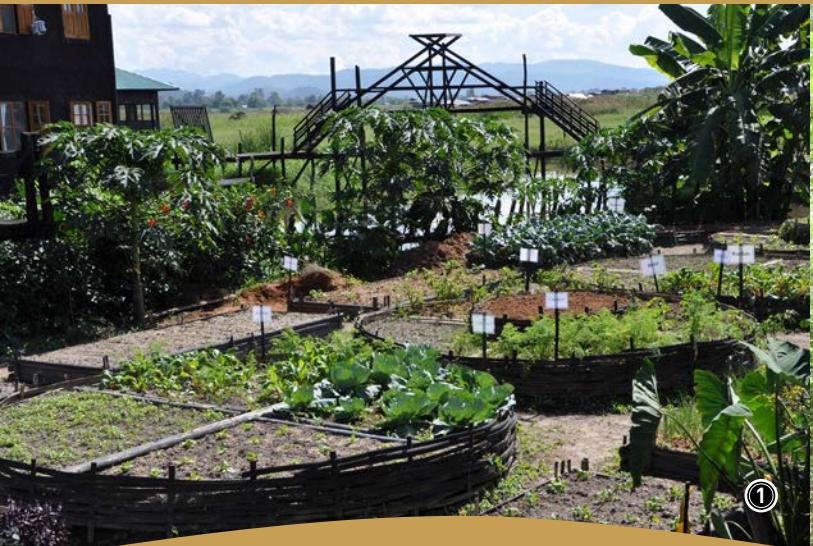
Avoid using chemical fertilisers. Apply organic fertiliser made from composting organic waste from kitchens or gardens instead.

Apply mulch made from shredded leaves, grass clippings, straw, bark chips or saw dust to gardens. Covering the ground retains moisture.

Grown your own organic vegetables, fruit and herbs. Ensure that gardeners are trained not to use chemical fertilisers and pesticides.

Keep the garden clean and free of unnecessary clutter.

Train garden staff to immediately report leaking garden taps and malfunctioning equipment to the maintenance department.



- 1) Grow your own organic herbs and vegetables. Your guests will appreciate to know and see where their fresh vegetables come from.
- 2) Compost area for making organic fertiliser out of garden waste.
- 3 & 4) Create a natural, pristine atmosphere at your premises through natural and local landscaping. In this resort's garden, signs are placed on the trees to allow monitoring by gardeners as well as to inform guests about species.



3.8 Swimming Pool

Checklist

Develop a preventive maintenance plan for the pool to maximise efficiency. Check pumps and filters daily.

Introduce eco-friendly salt water chlorination systems for pool water treatment instead of using harmful chemicals. Although investment costs are high, maintenance costs remain below that of traditional chemical-based systems.

If you are using chemicals for pool water treatment, regularly monitor the quantity of chlorine in swimming pools. Use the least possible dosages. Use automatic dosing to ensure safe handling and that the correct amount used.

Keep the swimming pool covered when not in use to reduce evaporation and heating costs.

Install timers for the pump system on the filter pump to reduce energy costs.

Investigate solar heating opportunities to heat pool water.



- 1) Pool covers prevent evaporation and contamination of water in swimming pools or jacuzzis when not in use.

3.9 Maintenance

Checklist

Develop a preventive maintenance plan including standard procedures for:

- Regular checks of facilities and equipment
- Reporting mechanisms
- Remedy deficiencies
- Follow-ups.



Design service schedules and place them above the piece of equipment. Ensure that a designated staff member signs off schedules regularly.



Appoint a duty technician who checks, services and cleans all water-using equipment (e.g. taps and fittings, water storage) on a regular basis. This helps to reduce water loss. If you have your own sewage treatment plant the duty technician should regularly check for anomalies.



Keep a detailed record of daily, weekly and monthly water use in each department. This particularly helps identifying and promptly sorting overuse of water due to anomalies.



If you have installed water-saving devices (e.g. dual flush water cisterns, low-flow taps) ensure that these are working properly and save water.



Appoint a duty technician who checks, services and cleans all energy-using equipment (e.g. light bulbs, cleaning filters of heating and cooling equipment, washing machines, temperature indicators, electric wires) on a regular basis. This helps to prevent draining of excess power. Equipment in a clean and good condition has a longer lifespan, uses less energy and contributes to safety.



Keep a detailed record of daily, weekly and monthly energy use in each department. This helps in identifying and promptly resolving anomalies.



Minimise the use of harmful chemicals and paints in maintenance and construction tasks. Give preference to less harmful latex and water-based paints, finishing and varnishes.



Design a regular schedule for servicing all vehicles to ensure optimum performance and minimum emissions.

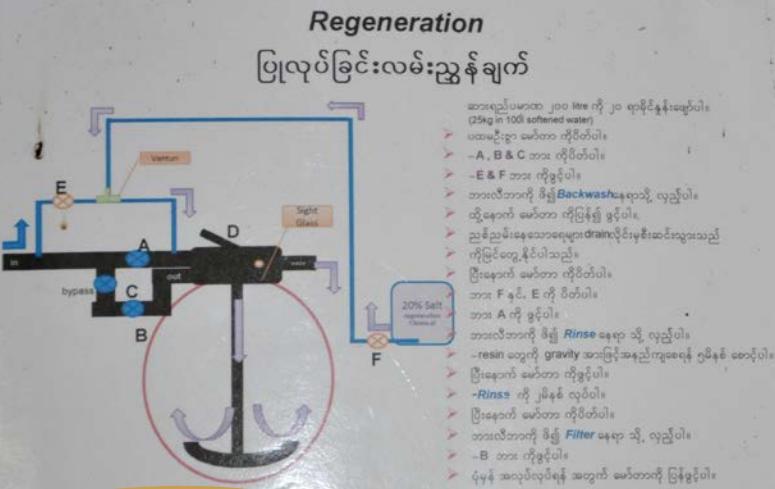


Use all appliances following manufacturer's recommendations as to their handling, maintenance and safety.



Restrict noisy maintenance tasks to the early morning and evening, and carry them out away from public areas. Keep maintenance areas tidy and free of unnecessary disorder.

Only trained staff should carry out maintenance and installation of equipment and facilities.



1)

This information sheet is placed next to a fresh water purification system. It explains the features of the system and helps the maintenance department to better service it.

වත් "House Keeping"

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2)

This sign reminds housekeeping staff to immediately report malfunctioning equipment so it can be serviced and repaired. Good maintenance of a property needs the awareness of all staff members.



4 Directory

Where to find of eco-friendly, responsible products and supplies for the hospitality sector in Myanmar?

Soap

Mesoap

from Myanmar Education Support Organization
 # 40, 2nd Floor, Baho Road, Sanchaung Township, Yangon
 Tel.: +95-1-519184
 Email: ygn@meso-intl.org

Zezawar Natural Handmade Soap

51, 3rd Floor, Mandalay Street, Kandawlay,
 Mingalar Taung Nyunt Township, Yangon
 Tel.: +95-95077778
 Email: zezawarhandmadesoap@gmail.com
 Website: <https://www.facebook.com/zezawarhandmadesoap/info>

Sustainable Souvenirs and Interior

FXB International – Francois Xavier Bagnoud Myanmar

FXB Office: #46, Nant Thar Kone Street, Lanthit Road, Insein Township, Yangon
 Email: fxbmyanmar@myanmar.com.mm

Helping Hands

#92 (B) Ngar Htat Gyi Pagoda Road, Bahan Township, Yangon
 Tel.: +95-1-556482, 55484

Organic Coffee

Ananda Cocoa Coffee Co., Ltd.

15 (b), Aung Min Gaung Street, Thanlwin Road, Kamayut Township, Yangon
 Phone: +95-1-524166, 524177
 Email: anadacoffee@gmail.com

Genius Shan Highlands Coffee

50, Khat Tar Street, Ywar Ma Quarter, Ywar Ngan Township, Southern Shan State
 Phone: +95-81-68079
 Email: info@geniuscoffee.info
 Website: www.geniuscoffee.info

Mt Victoria Organic Coffee
Htoo Mar & Pop Pop Co., Ltd.
1129, Thumana 3rd St., 16/4 Ward, Thingangyun, Yangon
Tel.: +95-1-561601, 571352
Email: info.pop.pop@gmail.com

Organic Tea

Mother's Love
Yangon Wholesale centre
2, Sein Pan Road, Bayint Naung Broker's, Sales Centre,
Mayangone Township, Yangon
Tel.: +95-1-683177
Email: wholesale@incredibleml.com
Website: http://www.incredibleml.com

Nara Organic Green Tea
59 (b), Suite 7, Yaw Min Gyi Street, Dagon, Yangon
Tel.: +95-1-243627

Pyi Time Kyaw Green Tea Biz
15, Anawahtar Housing 1, Botahtaung Pagoda Road,
Panzudang Township, Yangon
Tel.: +95-1-9000056, +95-9-73100342, +95-9-5199181
Email: pyitimekywa.ywetthit@gmail.com

Organic Fertilisers

Shan Maw Myae
243, 1st floor, Bo Aung Kyaw Street (Middle Block),
Kyauktada Township, Yangon
Tel.: +95-1-370969
Email: nl@shanmawmyae.com
Website: www.shanmawmyae.com

Guest Information/Brochures

Dos and Don'ts for Tourists – How you can visit Myanmar responsibly
Email: inquiry@dosanddontsfortourists.com
Website: www.dosanddontsfortourists.com

5 Glossary

What do key terms used in the manual actually mean?

Sustainable Hospitality Management

Hospitality Industry: Part of the service industry, which includes accommodation (e.g. hotels, guesthouses) and catering (e.g. restaurants, bars) among others.

Sustainable Development: Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development aims at balancing economic viability, social justice and environmental conservation.

Sustainable Tourism: Tourism that is based on the concept of sustainable development. It takes into account all economic, social and environmental impacts tourism can have on a place. Its objective is to maximise the benefits whilst minimising the negative impacts of tourism.

Waste

Solid Waste: Solid wastes are any discarded or abandoned materials. Solid wastes can be solid, liquid, semi-solid or containerised gaseous material.

Hazardous Waste: Waste that poses substantial or potential threats to public health or the environment. This includes fluorescent light bulbs, paints and solvents, pesticides, bleaching and cleaning chemicals, electronics (computers, televisions) among others.

Biodegradable Waste: Waste that breaks down naturally when disposed of. This includes waste from natural materials such as plant and animal matter, food and kitchen waste from households and restaurants among others.

Recycling: The process of changing waste into new products. It helps to reduce consumption of fresh materials and energy. Recycling is a key component of modern waste reduction which follows the 3Rs of waste management: Reduce, Reuse, Recycle.

Composting: The process of recycling biodegradable waste as a fertiliser and soil amendment. Compost is a key ingredient in organic farming.

Energy

Renewable Energy: Energy that comes from resources that are constantly replenished and never run out. Such resources are sunlight, wind, rain, tides, waves, biomass and geothermal heat. Conventional sources of energy (e.g. coal, oil, natural gas) are limited, non-renewable and environmentally damaging.

Solar Energy: Making use of light and heat from the sun for generating electricity, for lighting and heating houses, for heating water and for other purposes. Solar energy techniques include the use of photovoltaic panels and solar thermal collectors as well as passive systems of building design and architecture.

Wind Power: Conversion of wind energy into more useful forms of energy via wind turbines, windmills or wind pumps, among others.

Water Power: Power generated from the energy of falling or running water.

Bio Energy: Biomass from natural materials (such as plant and animal matter, food and kitchen waste from households and restaurants) can be used as an energy source. Directly, biomass can produce heat via combustion. Indirectly, biomass can be converted into biofuel.

Water

Wastewater: Water used for any domestic, commercial or industrial purpose that carries impurities. There are two types of wastewater: greywater and blackwater/sewage.

Grey water: Wastewater generated from bathtubs, showers, laundry, dishwashers and kitchen sinks. Grey water has a low level of contamination and can be recycled on-site for uses such as watering gardens, flushing toilets, etc.

Black water/Sewage: Wastewater discharged from toilets. Black water contains a high level of contamination. It should be kept and processed separately from grey water in order to reduce water pollution.

Sustainable Purchase

Organic Farming: A form of agriculture that makes the best use of nature's goods and service whilst not damaging the environment. It excludes or limits the use of chemical pesticides and fertilisers that pose threats to the environment as well as to the health of farmers and consumers. Common methods of organic farming include crop rotation, composting, raising livestock and poultry, among others.

Environmentally Friendly Products: Goods and services that do not harm the environment while providing environmental, social and economic benefits. There are many kinds of environmentally friendly products, such as organic food, energy saving light bulbs and bio soap.

Organizers

Ministry of Hotels and Tourism Myanmar
Tel: +95-67-406454, 406130, 406462, 406060
Fax: +95-67-406061, 406057, 406062
Email: mo.moht@mptmail.net.mm
Website: www.myanmartourism.org



Myanmar Tourism Federation
No. 3A, Corner of Waizayandar Road & Thanthumar Road, Thuwanna,
11071 Yangon, Myanmar
Tel.: +95-1-8551012, 8551013
Fax: +95-1-8551016
Website: www.myanmartourismfederation.org



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Myanmar-Germany Private Sector Development
No. 635-E, Yoma Yeikthar Street (off Pyay Road), Kamayut Township,
Yangon, Myanmar
Website: www.giz.de



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Coordinator

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Manuel Erbenich

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