

Program G: SUSTAINABLE TOURISM DEVELOPMENT ALONG CORRIDORS

Title	Countries	Estimated costs	Priority class.	Contacts
Project G 9 Andaman Coast and Islands Tourism Development Plan	Myanmar, Thailand	\$45.9	3	<p style="text-align: center;">Lead: Ms. Prapa Tantasuparuk, M Mr. Htay Aung, Ministry of Hotels & Tourism, Myanmar, Email: dhl.mht@myanmar.com.mm;</p> <p>Christine Jacquemin, project coordinator, MTCO cjacquemin@adb.org, christine@MekongTourism.org, ; website: www.MekongTourism.org.</p>
1. Location and Geographic Scope: This project covers the area of coast and islands of Thailand and Myanmar between the Malaysian border and the Ayeyarwaddy delta				
2. Name of Project Leading Agency: The NTOs of Thailand and Myanmar				
3. Name of Principal Sponsor/s: The countries of Laos, Thailand and Cambodia				
4. Sector or Division (Market, Infrastructure, Destination, Circuit, Border Zone, Corridor, Study, HRD, Culture, Protected Area, Investment Support): Destination/Border Zone/ Culture/Protected Area				
5. Type of Proposed Project (Technical Assistance or Loan): TA and subsequent loan				
6. Government Priority (High, Medium, Low): High Priority based on consultations within current study and a WTO initial study completed 2004. The development of livelihood opportunities in the poor areas surrounding the borders between the two countries is a key element in reducing conflict, providing security, promoting socio-economic development and a more sustainable approach to the coastal resources of the zone. The need for careful planning of the location of tourism facilities and services has been underlined by the Tsunami event of December 26 2004 and there is now a need to address both coastal management issues from a tourism sector development point of view and to rehabilitate the damaged coastal environment.				
7. Project Background and Rationale: The coastal area of Thailand and Myanmar covers two areas of widely differing tourism development characteristics. Thailand has a well-developed marine tourism industry, sadly affected by the Tsunami, but which is expected to recover. Myanmar's coast is a largely undeveloped area, rich in potential for diverse marine based activities. The planning of this area on a subregional basis could bring substantial benefits. The rationale is that this area is undeveloped for tourism for a number of reasons, access, facilities, infrastructure, services etc but that the potential if exploited through a coordinated development plan, could lead to large socio economic benefits for an area of low incomes and poverty.				
8. Project Objectives: The overall objective is to facilitate tourism development, expand socio-economic growth and alleviate poverty through the planning and development of the Andaman coast and islands development zone. This would be through the development of an integrated tourism development plan combining management, capacity building, infrastructure and superstructure, socio economic and cultural needs.				
9. Project Scope and Description: The scope of the project includes: (1) Preparation of a tourism development framework that is stakeholder based covering a medium term plan (10 years) and a shorter term action plan (5 years) (2) Preparation of coordinated plans that are designed and costed to preliminary design and comprising (i) infrastructure, (ii) superstructure, (iii) marketing (iv) HRD, (v) cultural needs, and (vi) other supporting activities (3) Development and implementation of a "Cultural Diversity Lens" – that can be applied by the heritage managers and local officials to assess the impact tourism will have or is having on the living cultures of the local ethnic groups as well as the tangible cultural heritage. (4) Preparation of implementation Plans				

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<p>10. Links with GMS Countries and to Other Project/Donor Initiatives, etc:</p> <p>The project will develop strong links between Thailand and Myanmar, but also through the East West and North South corridors, with the GMS.</p> <p>ADB: Strong links with the EWE Corridor (but along the axis of a variant not on main route) and ADB Flagship Projects (Infrastructure and Tourism).</p>
<p>11. Expected Outputs and Overall Outcomes:</p> <p>This project has a number of components and proposed deliverables:</p> <ol style="list-style-type: none">(1) Technical Assistance, building on the work and strategy of this TA, to review and analyse the need and opportunities related to the Andaman Coastal and Islands development tourism zone;(2) Infrastructure Project design and implementation (with private sector where appropriate). Identification of tourism facility needs and opportunities for mainly private sector investment. Specific programs such as for conservation and training, HRD, environmental improvement, employment generation, expansion of SMEs etc.(3) Support to relevant GMS programs; AMTA, Marketing etc.(4) Workshops, seminars and related stakeholder participation in proposed plans and programs <p>The overall outcome is the expansion of tourism, visitors, expenditure and employment with very positive economic and social benefits to the local and national economy</p>
<p>12. Impact on Poverty Alleviation:</p> <p>Expected to have a major and positive impact on the poor particularly through job creation, better facilities, better access to the area and cross sectoral linkages (farmers selling produce to the tourism sector)</p>
<p>13. Impact on the Natural, Cultural and Social Environment and Mitigation Measures:</p> <p>The project will likely have considerable impacts on the natural, cultural and social environment. Impacts to be identified; positive and beneficial impacts to be maximised and all negative impacts minimized/mitigated.</p>
<p>14. Participatory Development Issues, if any:</p> <p>There are likely considerable participatory development issues which must be considered within any project.</p>
<p>15. Sustainability and Financial Viability of the Project:</p> <p>Likely very positive impact on supporting tourism through planning/control, tourism product development, infrastructure and facilities for tourists. The economic impact of tourism development with the Project is expected to be considerable. However, institutional and financial design needs careful planning to ensure sustainability and financial viability.</p>
<p>16. Expected Impact on Target Beneficiaries:</p> <p>Target beneficiaries would be:</p> <ol style="list-style-type: none">1. Local people, especially poor, from job creation, infrastructure, services2. International and domestic tourists would gain through being provided with a new tourism experience3. The private travel sector would gain from better and increased business4. The Governments would gain from increased revenue
<p>17. Private Sector Participation:</p> <p>The project is designed to maximise private sector funding. This would include joint funding programs between the public and private sector using BOT and other private sector financing schemes.</p>
<p>18. Proposed Development Partners (Donors/Funding Sources):</p> <p>Possibly JICA plus others likely.</p>
<p>19. Proposed Implementing Agency:</p> <p>NTOs/Public Works Departments and others.</p>
<p>20. Project Readiness (local approvals; availability of pre-feasibility study, etc):</p> <p>Project unlikely to have been studied except in Thailand and may be superseded by Tsunami.</p>

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21. Implementation (incl. preparations) Arrangements:

NTOs of the two counties would be responsible for coordinating the preparation of the plan and resulting loan programme through the creation of a Two-Country Task Force. Each country would take care of implementing those parts of the programme that fall within its territory according to an agreed schedule. A Project Implementation Unit in each country would undertake implementation of the loan projects and related institutional strengthening and capacity building. The Task Force would undertake the overall supervision and monitoring of the programme.

22. **Initial Estimated Cost** \$45.9 million.

24. Implementation schedule (Draft):

Elements	2006				2007				2008				2009				2010			
Project Preparation	x	x																		
Planning			x	x	x	x														
Appraisal						x														
Program planning						x	x	x												
Implementation											x	x	x	x	x	x	x	x	x	
Evaluation								x			x				x				x	

25. Major Constraints and Risks:

Not known but environmental impact and related social studies related to, for example, Indigenous Groups and Resettlement plans, economic and financial sustainability will aim at identifying/minimising/mitigating any negative impacts and constraints and devising institutions and mechanisms to enhance the positive aspects.