

COVID-19 Myanmar Tourism Strategic Road Map

No.	Strategies	Action Programs	Planned Activities	Jointly with
1.	Survival (Self Finance & Stimulus Package) (April, May, June 2020)	(1.1) Relaxation of tax, waive license fees and lease fees for hotels and tourism business	<ul style="list-style-type: none"> -Six month tax payment delay -Provide 10% non-refundable tax credits on the incremental wage bill -Allow for a deduction equal to 125% of wages paid -Provide 10% non-refundable tax credits for incremental investments on capital equipment -Waive import licensing -Waive one year License fees (1st April 2020 to 31st March 2021) -Defer lease fees charged to affected state-owned hotels for 6 months -Negotiate to reduce lease/rental fees charged to affected state-owned hotels, buildings, rooms and lands for a certain period of time 	MoPFI IRD (MoPFI) IRD (MoPFI) IRD (MoPFI) MoC MoHT MoHT MoHT
		(1.2) Stimulus Package	<ul style="list-style-type: none"> -Provide one year working capital loans to improve working capital of affected hotels and tourism business at 1% interest rate per annum -Government guarantees 50% of any new loans made by banks to Myanmar enterprises -Provide collective loan to tourism businesses with guarantee by association 	Working Committee to Address the Impact of COVID-19 on the Country's Economy MoPFI, MoHT MoPFI, MoHT
		(1.3) Easing the Impact on Tourism professionals and staff	<ul style="list-style-type: none"> -Provide free online trainings and online seminars for crisis management and leadership for tourism stakeholder -Provide free online trainings on digital marketing and hospitality skill for the staff from hotels and tourism business -Extend healthcare benefits for unemployed SSB members from six months to 1 year from the date of unemployment -Extend medicine and travelling benefits for unemployed SSB members from six months to 1 year from the date of unemployment 	MoHT, DPs MoHT, DPs MoLIP, MoHT, MTF MoLIP, MoHT, MTF
		(1.4) Evaluating the Market and the Positions of Products and Destination	<ul style="list-style-type: none"> -Evaluate the position and develop plans for each destination -Evaluate the market and position of products and destinations -Conduct market research to identify strong segments likely to recover first -Develop a series of packages that can include special rates of airfare, local transportation, accommodation, food and beverage -Identify key markets and key clients for recovery stage -Develop new marketing and promotion strategies -Run the Digital Marketing Campaign to inform about current situation, facts about Myanmar to build trust -Promote domestic tourism with traditional festivals -Launch domestic travel campaigns 	RTCs RTCs MoHT, MTF MTF, UMTA MTM MoHT, MTF+11 Assoc, DPs MoHT, MTF+11 Assoc, DPs MoHT DPTOA

2.	Reopening (Relaxing of Lockdown & Quarantine) (June, July, August 2020)	(2.1) Health and Safety of Travelers and Staff	<ul style="list-style-type: none"> -Set SOP for transportation, accommodation, restaurants, tourism training schools and travel businesses -Issue safety certificates to the businesses which are qualified to operate as per safety and health standards by MoHS and inform them to the travelers -Set the Health & Safety Guidelines in Tourism industry by conducting a Workshop with the representatives from MoHT, MoHS, Tourism Executive Committee Members, and Stakeholders -Organize health and safety training for all staff in the tourism industry -Analyze policies on health insurance for all travelers coming to Myanmar -Issue health certificates for travelers and staff -Dashboard in realtime the situation of the virus cases in Myanmar -Establish Emergency Response Team in the workplace 	<p>MoHT, MTF+11 Assoc</p> <p>MoHS, MoHT</p> <p>MoHT</p> <p>MoHT</p> <p>MoHS, MoHT</p> <p>MoHS</p> <p>MoHS</p> <p>MoHS, MoHT, RTCs, MTF</p>
		(2.2) Conducting Paid Training Programs	<ul style="list-style-type: none"> -Employ tourism professionals as trainers with budget honorarium, offering daily allowance to grass root tourism personnel (slow vehicles drivers, hawkers, etc.) for attending short programs on enhancing service, hygiene & hospitality, keeping the workforce on basic pay to join skill upgrade training -Employ hospitality professionals as trainers with budget honorarium, offering daily allowance to existing and unemployed staff from hotels for attending refresher courses of each occupation on enhancing services and skills -Provide trainings and scholarship programs for management level staff -Organize Refreshment Course for experience tour guides 	<p>MoHT, RTCs, DMO, MTGA</p> <p>MoHT, RTCs, DMO, MHA, MHPA</p> <p>MoHT, DPs</p> <p>MoHT, MTGA</p>
		(2.3) Marketing for New Normal Situation	<ul style="list-style-type: none"> -Encourage domestic tourism and provide holiday programs (focus on domestic market and nearby market) -Promote the COVID-19 free destinations -Build traveler's trust by announcing the current situation and practicing of health and safety guidelines -Promote tour itinerary and innovative tourism products by offering special rates -Create Stimulus Package for domestic and international travelers -Run the Visit Myanmar Now Digital Marketing Campaign -Formulate inbound tourism marketing plan -Formulate plans for travelers to keep the regulations at tourist sites and destinations -Facilitate memorable activities for repeated inbound tourists to Myanmar 	<p>MoHT, UMTA, DPTOA</p> <p>MoHT, MTF, MTM</p> <p>MoHT</p> <p>MTM, UMTA</p> <p>MoHT, MTF+ 11 Asoc</p> <p>MoHT, MTF+ 11 Asoc</p> <p>MTM, UMTA</p> <p>RTCs</p> <p>MoHT, MTGA</p>
		(2.4) Promote ecommerce platform and digital payment	<ul style="list-style-type: none"> -Develop Ministry's ecommerce websites where they can put their products and itineraries -Encourage ecommerce sales only accept electronic payment -Focus on key generating markets by Digital Marketing -Enforce skill upgrading trainings to operate ecommerce and digital payment in hotels and tourism sector 	<p>MoHT, MTF</p> <p>MoHT, CBM, MTF, MTB</p> <p>MoHT, MTF, MTM</p> <p>MoHT, MTF, MTM, MHPA</p>

3.	Re-launching(Reinventing Myanmar Tourism and Relaxing of Regulations) (August 2020 to January 2021)	(3.1) Introducing Communication Campaign& Marketing	<ul style="list-style-type: none"> -Develop public relation strategy (to talk about the benefit of tourism, public welfare activities) -Establish taskforce for PR, media contact person, publication and announcement -Announce travel advisory, precaution and measurements -Launch new marketing campaigns -Communicate with major media -Break into the travel and group tour market -Myanmar-Mekong Travel Bubble -Organize FAM Trip 	<p>MoI, MoHT, RTCs</p> <p>MoI, MoHT, RTCs MoHT MoHT, MTF MoHT, MTF MTM, UMTA MoFA, MoLIP, MoHT MoHT, MTF</p>
		(3.2) Travel Facilitation	<ul style="list-style-type: none"> -Coordinate for Visa relaxation -Coordinate for Zone Fee relaxation -Coordinate for Restricted Areas mitigation -Foster co-ordination for targeted responses (G2G/ B2B) 	<p>NTDC NTDC NTDC MoHT, MTF</p>
		(3.3) Incentive Programs for Investment	<ul style="list-style-type: none"> -Develop new tourism products -Support tourism and hospitality training schools -Tax holiday for new investments in tourism sector -Provide incentives for investments in tourism sector 	<p>MoHT, RTCs MoHT, DPs MoIFER, MoHT MoIFER, MoHT</p>
		(3.4) Finding Grants and Loans from DP	<ul style="list-style-type: none"> -Acquire significant increases in external development finance in the form of grants and concessional loans -Form alliances/cooperating with industry partners -Establish crisis recovery fund -Improve tourism related infrastructure -Access the global bid data and new travel of global tourism patterns 	<p>DACU, MoHT, DPs</p> <p>MoHT, RTCs, MTF+ 11 Asoc MoHT, MTF, DPs NTDC MoHT, MTF</p>