Community Development Through Community-based Tourism: Analyzing Operational Challenges and Opportunities – Case Study of Sor Long and Taisun CBT Villages in Chin State, Myanmar

Barnabas Cung Thawng Ling

Student ID G - 5919385

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Tourism Management
Graduate School of Business
Assumption University
Academic Year 2018

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Abstract

Community-based Tourism (CBT) is a form of sustainable tourism which is owned, managed and run by the community for generating job opportunities and extra income while conserving natural and cultural resources, especially for the marginalized and indigenous people who are living in rural areas. With the end of military dictatorship in Myanmar 2010, the closed-door system was reopened, and tourism became an important business sector for generating foreign revenues in Myanmar and CBT ventures are particularly implemented for generating job opportunities and poverty eradicating in rural areas. After more than 50 years of restriction with the rise of new government, CBT was also implemented for the economic and the local community development of the least developed region called Chin State in Myanmar. Hence, the main purpose of this study is to analyze the operational challenges and opportunities for CBT development in Chin State, Myanmar, especially Sor Long and Taisun villages are selected as case study sites.

This study applied qualitative research method adopting case study approach. Primary data were collected through participant observation at two case study sites and 15 in-depth interviews from local communities, travel agents, government officials and tour guides. Secondary data are also applied to the betterment of this research. Purposive sampling method was applied and data were analyzed through content analysis method. The research reveals that CBT has a lot of potential to develop and support community development, but several challenges were experienced in the implementation, running and promotion of CBT ventures in the selected case study areas. Lack of awareness and knowledge of the community; low capacity of the community; poor infrastructure development; inadequate fund and budget; low quality of CBT products and services and lack of transparent and legal policies and legislations were identified as the challenges for CBT development while hospitality of the host community, high willingness and strong community participation to

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CBT, varieties of potential resources for CBT and basic infrastructure development are identified as the success factors for CBT development in Sor Long and Taisun CBT villages.

Key words: Community-based tourism (CBT), challenges, community, development opportunities

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Barnabas Cung Thawng Ling

August 2018

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Abbreviations

CBT	Community-based Tourism
CHRO	Chin Human Rights Organization
CIPP	Context, Input, Process, Product
CIT	Community Involvement in Tourism
MoHT	Ministry of Hotels and Tourism
UNDP	United Nations Development Programme
UNWTO	United Nations World Tourism Organization
WTTC	The World Travel & Tourism Council

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Chapter I

Generalities of the Study

1.1 Background of the Study

Tourism as a world-wide activity has grown extraordinarily over the last 50 years and become one of the most important industries in the world for creating job opportunities and earning foreign revenues (UNDP, 2011). The national governments have promoted tourism as a community development tool for poverty alleviation and economic development in 1960s (Adeleke, 2006). According to UNWTO World Tourism Barometer, the numbers of international tourists reached 1,235 million in 2016; increased more 6% in the first four months in 2017(UNWTO, 2017). In addition, travel and tourism contributed 3.1% directly and indirectly 10.2% of global GDP, and 3.6% directly and indirectly 9.6% of total employment in 2016 (WTTC, 2017).

Tourism creates many job opportunities and generates economic development across the globe, but, it does not equally affect poverty reduction overall (Cole & Morgan, 2010). The rapid growth of mass tourism also causes a variety of problems and unwanted negative impacts on socio-cultural, economic, and the environment that have been more obvious in recent years and the interest in sustainable tourism has grown (Mowforth & Munt, 2003; Shunnaq, Schwab & Reid; 2008). In the same way, "tourism development can lead to community problems, but with proper planning can potentially contribute to fostering awareness of issues and opportunities, empowering citizens to make decisions, training residents for leadership positions, providing more and better community facilities and services, and facilitating stronger local institutions and feelings of interdependence" (Jafari, 2000, p.96). Hence, community-based tourism (CBT) emerged as alternative form of tourism with two reasons; concentration on the negative impacts of sociocultural, economic and environmental of destination communities and awareness of stakeholder's participation in decision-making of urban or regional planning to reduce negative impacts of tourism (Cooper & Hall, 2008).

1.1.1 Tourism Development in Myanmar

After many years of international boycotts, tourism development in Myanmar has grown rapidly and intensely, and international tourists have initiated the exploration of well-known and unspoiled cultural heritages and natural beauties of the country (Häusler, N & Discheriet, K, 2016; Loda & Macri, 2017). Tourism development in Myanmar can be classified into three eras; the parliamentary democracy (1948-1962), the socialist period (1962-1988) and the opening of tourist markets since 1990s. During the first period, capitalism was applied as a country economy policy, very few private travel agencies were opened, and tourist visas were valid for a month. In 1962, visas were valid within 24 hours and hotels and travel agencies became state owned to conserve cultural heritages from foreign impacts. In the new military regime around 1990s, foreign investments began, and the development of tourism has become an important national economic sector. In 1992, the Ministry of Hotels and Tourism was established, and followed by the construction of tourism related infrastructures with the declaration of "Visit Myanmar (Burma) Year" in 1996, the government opened its doors legitimately to the outside world (Info Birmanie, 2011).

Tourism industry has become one of the most important economic sectors for generating foreign revenues, conserving local cultures and environment, and employment creation after the country was released from the reign of military government in 2010. It was also the major intention of the country government (the Government of Union of Myanmar (GOM)) for economic growth of the country and poverty reduction. In 2011, the National League for Democracy (NLD) party declared a statement that tourism boycott should be lifted and it "welcome visitors who are keen to promote the welfare of the common people and the conservation of the environment and to acquire an insight into cultural, political and social life of the country while enjoying a happy and fulfilling holiday in Burma", (National League for Democracy Statement, 05/10/2011). In 2012, Myanmar joined World Tourism Organization (UNWTO).

For tourism industry development, the government attracted 2.64 billion USD foreign investments in 47 projects which were higher than 1.14 billion in 2011 (http://www.xinhuanet.com/english/2016-01/17/c_135016904.htm). In 2016, there were currently 1361 hotels, inbound and international outbound tour companies 255 nationwide. The numbers of tourists increased dramatically; reaching the highest 4.68 million in 2015 (but dropped 1.5 million in 2016). Asian Development Bank also stated that Myanmar earned $ 2.1 billion in 2015; contributing 4% of national GDP, creating 505,000 directly and 1,134,500 indirectly jobs (1.8% of total jobs). Myanmar has also chosen as the highest rate in visitor exports within 2011-2016, job opportunities 4.8% and investment 9.6% will be increased annually till 2027 (WTTC, 2017). As the investment on tourism and hospitality industries has increased in Myanmar, there has a lot of potentials to develop and attract huge numbers of international tourists in the foreseeable future.

1.1.2 Emergence of Community-based Tourism in Myanmar

In Myanmar, community-based tourism and ecotourism has begun to launch across the country to decrease the pressure on overcrowded main destinations like Mandalay, Bagan, Yangon, and to generate the benefits and job opportunities for the indigenous people in the rural communities. The government also encourages the promotion of CBT in attracting more international tourists and improving the community involvement in tourism related business through experiencing the life of the locals and interaction with the community. The CBT development projects together with providing training for human resource development and refining policy on hotel and tourism were strongly performed during the national action of 100-day program (file:///C:/Users/user/Downloads/AD_CBT_English.pdf; https://www.gomyanmartours.com/100-day-community-based-tourism-launch-myanmar/).

Myaing Township in Bagan was the first CBT in Myanmar and other destinations are Pa-O Self-Administered Zone in Shan State, Indawgyi Lake in Kachin State, Thantaunggyi in Kayin State, the Ayeyawady Dolphin sanctuary in Mandalay Region and Demawso in Kayah State through corporation and support from international organizations. Human resource development projects for the communities are also implemented by cooperation with the Luxembourg Agency for Development Cooperation. (http://elevenmyanmar.com/business/five-community-based-tourism-projects-underway).

Marketing tourism products, restrictions on access and overnight stays for foreigners, deficiency of skilled human capitals and lack of local awareness and understanding on the wants and demands of tourists are the main challenges in successful development of CBT in Myanmar (Myanmar Centre for Responsible Business, 2017). According to the research conducted in Myaing and Thantaunggyi CBT ventures in 2016, the host communities have more job and commercial opportunities, additional income from selling local products and the well-being of the community members are the main economic outcomes from implementing CBT. Evidently, CBT benefits to the local people in rural areas and systematic and sustainable planning of CBT will be also advantaged to the other regions throughout the whole country (file:///C:/Users/user/Downloads/AD_CBT_English.pdf).

1.1.3 Community-based Tourism Development in Chin State

Tourism is one of the 21 small and medium business enterprises, particularly community-based tourism intended to reduce poverty, create job opportunities and increase the tax base and local income based on the richness of culture, beautiful sceneries and exotic climates. Totally, 3 to 4 community-based tourism projects are intended for the implementation in Chin State (Thu, 2016). As the regions are undeveloped, the land remains largely unspoiled and untouched destinations throughout the whole regions, and as a hilly and mountainous region where adventure destinations could evolve. Moreover, many mountain-based tourist activities can be developed such as (hiking and trekking, cycling, hunting, bird watching) and the visitors can enjoy local culture shows, traditional foods and drinks with authentic and memorable experiences. To reduce rampant poverty, local and state governments, small medium-sized enterprises SMEs are trying to promote the tourism industry, which could become a strategy for the main economic and community development, especially by the current local governments. The existing consideration was due to limited economic development opportunities and high rate of unemployment within the state and to generate primarily economic development and social empowerment of the community.

Based on the current situation, CBT development in Chin State with proper planning, high level of community participation and building community capacity could positively benefit to the communities' development and conservation of cultural and natural resources. The development of CBT can also provide authentic and memorable experiences to visitors at the same time. Local-residents could be directly participated in several economic opportunities namely tour guides, porters, and tour interpreters, etc.… Besides, local people could offer homestay or bed and breakfast type of accommodation which are just evident opportunities for them and other social economic wellbeing of its residents through selling their own products such as costumes, souvenirs, agricultural products. Further benefits can be the improvement of sociocultural, long-term sustainability in support of Chin State economic development, and a more sustainable lifestyle diversification, with high living standard, followed by basic infrastructure development such as transportation systems, hotels and resorts, healthcare facilities and educational institutes for both tourists and local communities. Finally, it can reduce migration of locals to other countries.

1.2 Brief Introduction of Chin People and Chin State

A search of the literature indicates that little has been published on Community-based Tourism (CBT) in Chin State, Myanmar, so the reader is provided with adequate background information to familiarize with the topic and the location of the study areas. Thus, this chapter also presents the history, culture, economy, geographical location of the Chin State, and tourism development in Chin State, Myanmar.

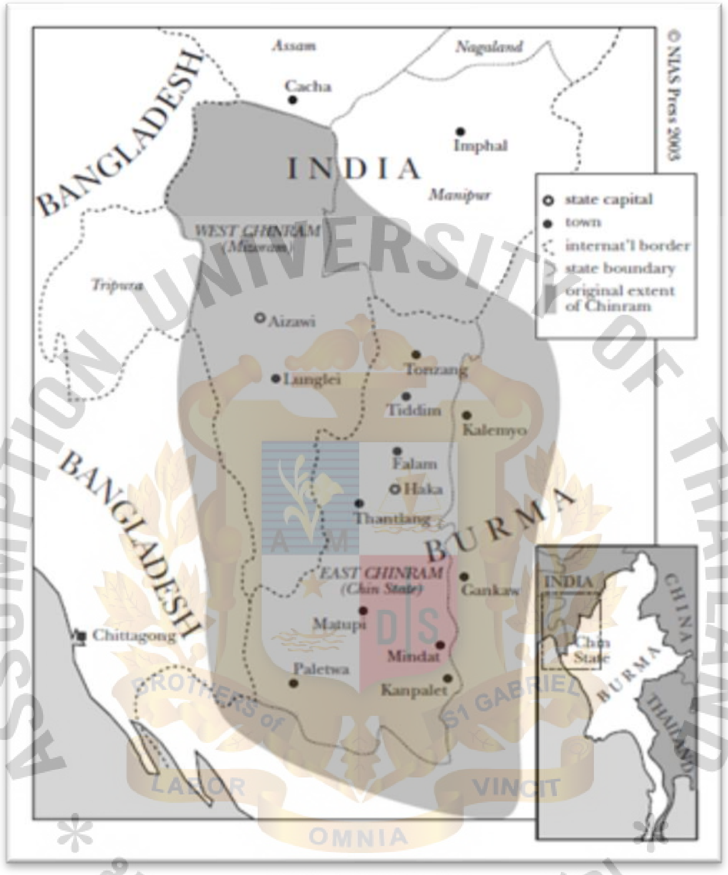
1.2.1 History of Chins and Chin State

Chins are an ethnic group in Myanmar (Burma) who belong to Tibet-Burma groups with diverse tribes and linguistics, but who have a common history, ethnic character, geographical homeland, and traditional practices. Six main tribal groups are Aso, Cho (Sho), Khuami (M'ro), Laimi, Mizo (Lushai), and Zomi (Kuki), which can be further categorized and identified into more than 63 sub-tribal groups. The name *Chin* was adopted from the Burmese word "Thu-ngay-chin", which means "friend" as the Burmans called Chin people "friends". The name Chin was officially recognized after conquering the Chin Hills to Burma by the British government, and the present name "Chin State" was approved in the 1974 constitution of Socialist Republic of the Union of Burma (Awi, 1999; CHRO, 2011; Human Rights Watch, 2009).

Historically, Chins were originally descended from China and lived between the Chindwin and the Irrawaddy rivers in northwestern Burma according to AD 12th century stone inscriptions in China. Because of the war between Shan and Burman, Chins left the Chindwin valley to retain their peace and freedom and settled to the west and reached Kale-

Kabaw valley before the end of 13th century. After that, the Chins settled again to the Chin Hills, in the present Chin State. But, the exact and specific history of Chins remains unclear due to the absence of written documents. (Awi, 1999; Hays, 2014; Sakhong, 2003).

Figure; 1.1: Map of Chin Hills at an earlier period


Assam
Nagaland
Cacha
Imphal
INDIA
Manipur
BANGLADESH
WEST CHINRAM
(Mizoram)
Tripura
Aizawi
Lunglei
Tonzang
Tiddim
Kalemyo
Falam
Haka
Thantlang
BURMA
BANGLADESH
EAST CHINRAM
(Chin State)
Gankaw
Matupi
Mindat
Paletwa
Kanpalet
Chittagong
state capital
town
internat'l border
state boundary
original extent of Chinram
© NIAS Press 2003
INDIA
CHINA
Chin State
BURMA
THAILAND

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Source: Sakhong, L., H (2003), *In search of Chin identity: A study in religion, politics and ethnic identity in Burma*, Pp – xxiv. NIAS Press, Copenhagen

Originally, the Chin territory not only covered the present Chin State of Myanmar, it also covered neighboring regions of Myanmar - Bangladesh, and Mizoram and Manipur states of Northeastern India. The Chin territory was attacked from 1872 to 1889 by the British from Bengal in the west, from India's Assam State in the north, and from Burma in the east. Consequently, three administrative zones emerged; the southwestern territory was ruled by the British Governor of Bengal, the eastern part administered by British-controlled Burma, and the northwestern region governed by the British Governor of Assam. Additionally, the Chins are divided into three inhabitants and called Chin people of Burma, Chin people of India and Chin people of Bangladesh. When Burma was released from British Empire on January 4, 1948, the western Chin Hills became Mizoram State of India while the eastern Chin Hills was united into the federal Union of Burma (Human Rights Watch, 2009 & Sakhong, 2003).

In a constitutional process towards the development of a federal union (present Myanmar (Burma)), Chins were involved with Burmese and other ethnic groups. Hence, the Chins were co-founders of the Union of Burma with the participation in a multi-ethnic conference concluded on February 12, 1947 (Awi, 1999; Hays, 2014). In 1962, the Myanmar military began to control the country using force and Chin State was under the rule of military and central government from Union of Burma (Human Rights Watch, 2009).

1.2.2 Natural Geography of Chin State

Chin State is also called "Chin Hills" because of its mountainous and hilly terrains with high geographical elevation. The Chin villages and cities are built up over 3000 feet above sea level. The present Chin State is situated in the western part of Myanmar between East Longitude 93' 15 and 94' 0' and North Latitude 21' 0' and 24' 25' with a total area of 13,907 square miles. Chin State shares its borders with Sagaing and Magway Division in the east, Rakhine State to its south and India to its west. The whole regions are made up of high mountains and deep valleys; the average elevation varies between 1500 and 2700 meters. The land is rich in the beauty of its mountainous landscape and the vibrant cultures of its indigenous people, and the climate is composed of three main seasons; summer, winter and raining season (Facts about Myanmar, 2002 & Scarlis, 2010). Chin State is divided into three districts - Hakha district including Hakha and Thantlang; Falam district including Falam,

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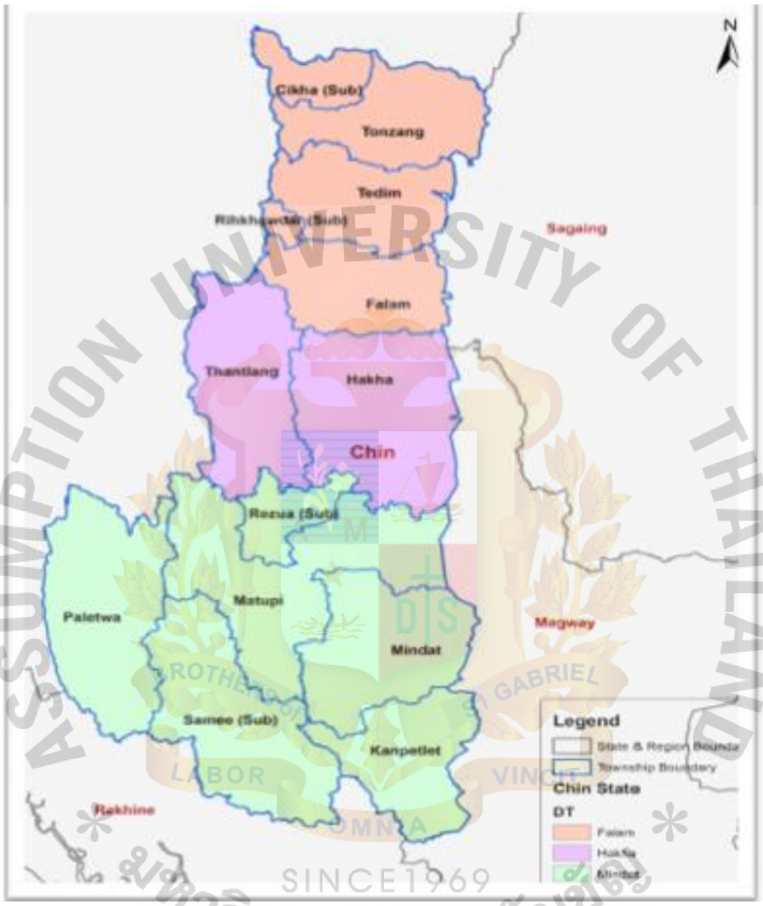
Tedim, Taunzang; Mindat district including Mindat, Matupi, Kanpalet and Paletwa. Since the British Colonization (1885-1973), Falam was the previous state capital and Hakha became the capital city of Chin State in 1974 after the military coup in 1962.

Figure 1.2; Map of Present Chin State by Districts and Townships


N
Cikha (Sub)
Tonzang
Tedim
Rihkhawdar (Sub)
Sagaing
Falam
Thantlang
Hakha
Chin
Rezua (Sub)
Paletwa
Matupi
Mindat
Magway
Samee (Sub)
Kanpetlet
Rakhine
Legend
State & Region Boundary
Township Boundary
Chin State
DT
Falam
Hakha
Mindat

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Source: The 2014 Myanmar Population and Housing Census, Chin State Report. Pp, II

1.2.3 Culture of the Chin People

Chins are composed of varieties of sub-ethnic groups, but, their cultures are generally similar in common. Clan plays a vital role among the Chin people, and Chins are divided into various types of clan and communities which is identified by their birth. According to the tradition, a child belongs to the clan of its father and a married woman is transferred to the clan of her husband. There is a sharp division among the Chins between the nobles and the lower classes by economic and intellectual status among them (Awi, 1999). Within a family, the husband is largely defined as the head of the household, the decision-maker while the woman is busy with all the housework including cooking and tending to the children. Both women and men work to provide for the family. Sons and daughters are equally treasured, but only sons could traditionally receive inheritances (Scarlis, 2010).

Parental agreement is very important in marriage, and marriages are fixed with the payment of a bride price. One of the noteworthy traditions among the Chins is that wedding ceremonies are held communally, all the villagers and relatives and friends from other villages and different regions are invited. In divorce cases, men are trying to prove the woman was at fault and they could receive the return of the bride price. Divorce without any reason is considered as insulting against the clan alliance. Women are treated equally in the daily social functions, the relationship between husband and wife is like the relationship between brother and sister, the relationship between friend and friend. (Hays, 2014 & Scarlis, 2010).

The popular festivals are *Khuang Cawi* and *Bawite Bawi* are feasts of merit, *Sa-aih* or *Ral-aih* for successful killing of wild animals and enemies, *Dawngpui* or *Khuado* or *Fang-er* or *Tho,* are celebrations of harvest and other clan festivals. Traditional Wrestling (Peih) is one of the most prevalent and traditional games since ancient times which are held widely as a mode of fellowship and competition. When there are public meetings or festivals, wrestling is used as entertainment and everyone can participate. Sacrifices of animals are performed at the feast in the family or in the whole village at births, marriages, and deaths (Awi, 1999).

Drinking traditional alcohol (Zu) was an important culture among Chin people for both men and women including children. In the early period, people drunk at every festival and day in their life, and they believed that there was no hospitality without drinking. Most women smoked tobacco which was grown at every house. They dried tobacco leaves and smoked it with a pipe that produced nicotine water through the smoke. They not only smoked for their pleasure, but also to support men. Nowadays, most people do not smoke and drink as in the past and this tradition seem to be lost. Moreover, women from southern Chin State have facial tattoo by means of ancient custom to prevent invaders from taking away the local women (Awi, 1999 & Hays, 2014).

1.2.4 Population of the Chin State

According to the last Myanmar population and housing census of 2014, the total population of Chin State is 478,801, comprising male 48% and female 52%, and 21% of people are living in urban communities while 79% live in rural areas. Population density is the lowest in the country with 13.3 persons per Km^2, and 88.6% of households in Chin State possess private houses. Only 15.4% of the households can use electricity for lighting while over 93.7% of the households are still using firewood as the main source of energy for cooking. Infant mortality rate is higher than other regions in the country with third highest rate and 76 out of 1,000 infants die before their first birthday. The literacy rate is 79.4%, lower than the union literacy rate of 89.5%. The average life expectancy is 63.6 ages, which is lower than the Union life expectancy of 66.8 years.

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1.2.5 Economy of the Chin State

Chin State is one of the poorest, most isolated and least developed provinces in Myanmar with poor infrastructures such as transportation, telecommunication, limited health-care services, electricity and 72.3% of the population is living below the poverty line. Shifting cultivation or slash-and-burn agriculture is heavily depended by 79% of the total population from rural communities and every Chin home has a garden for growing vegetables. (CHRO, 2011; UNDP, 2014; Myanmar Census, 2014).

The main staples for the Chins are corn and rice for their daily diet; millet, maize or grain sorghum (which is used for making traditional beer “Zu”, and other vegetable crops such as melons, pumpkins and various kinds of peas and beans are also grown. Due to lack of technological development, the Chins use their hands and the tools such as bush knife, the axe, the hoe, etc. Both women and men engage in agricultural chores and other activities. Nowadays, apples, oranges, tea, and coffee and variety of crops are planted for commercial purposes. Pigs and fowls (less commonly goat, cows, and the occasional water buffalo and horses) are the most common domestic animals. Mithuns (bos frontalis, mithan or mythun) are domesticated in some parts of the state. Dogs are kept for hunting which is the most traditional common interests for men (Hays, 2014; http://www.everyculture.com/South-Asia/Chin-Economy.html).

Lack of foreign investments and high rate of unemployment are significant economic problems in Chin State. To reduce high rate of poverty, many NGOs, INGOs are entering to the State with the purpose of providing financial services and trainings to disadvantaged families. Due to extreme poverty, large numbers of Chin people migrate to other countries, seeking a better life and Chin State has the third highest migrant workers exporter in Myanmar (Human Rights Watch, 2009; Myanmar Census, 2014). Hence, the promotion and development of CBT and other forms of tourism could support to the poverty reduction, employment creation, socioeconomic and community development of the Chin people.

1.2.6 Tourism in Chin State

After more than 50 years of restriction, visitors have begun to travel to Chin State which remains in a largely natural state. Nevertheless, tourism development in Chin State is not significant and the number of visitors is relatively few, compared to other regions in the country, due to the impacts of poor infrastructure development. Only two to three destinations are well known across Chin State and explored by tourists even though many places and existing resources could be promoted as tourist destinations. In fact, tourism in Chin State already began since 1889 with the arrival of Christian Missionary from America and the communities of Chin people initiated to change and develop after arrival of Rev. Arthur E. Carson and Laura H. Carson who were the first missionaries to Chin State (Hup, 2014). The Baptist missionaries came to Burma and the Chin Hills with three objects; spiritual enlightenment, economic development, and educational advancement (Hu, 2001). In the modern world, that kind of mission could be recognized as volunteer tourism, religious tourism, medical tourism, community-based tourism or rural tourism, etc.

In 1899, Mr. and Mrs. Carson founded mission station in Hakha, invented Chin Literature with Roman alphabets and opened the first Primary Mission School in Hakha in 1900. Mr. Carson also intended to work for the areas of agriculture, literature, medicine and basic education progress. Unfortunately for the Chins, he died with appendicitis in 1908. Followed by the medical missionaries Dr. East and his wife in 1902 and another couple Dr. & Mrs. J. G Woodin. By 1905, there were totally four schools. On June 2, 1925, Rev. & Mrs. Chester U. Strait arrived Hakha who opened Bible School on May 1, 1928 and translated the New Testament and published in 1940. The last missionaries were Rev. Mrs. Robert R. G Johnson who arrived in 1946, translated the Old Testament and built the stone Church building in Hakha. All the mission schools were later absorbed by the government and transformed into government schools. In 1962, the military regime dethroned parliamentary government and followed by boycott which caused the missionaries to return to their own country in 1966 (Awi, 2009; Hup, 2014; Pau, 2012).

Based on the history of Chin People and Christian Missionary from America, tourism in Chin State has been developed and supported the local people in better healthcare facilities and knowledge, better institutional and educational enhancement with invention of Chin

Alphabets, improvement of living standard and livelihoods, etc., which were the significant evidences of tourism benefits, but, local culture dilutions started as the negative impacts of tourism. Presently, the promotion of tourism, especially CBT in rural areas could provide the promotion and conservation of local cultures and environment, greater job opportunities, basic infrastructure development, and better education and healthcare system.

1.3 Two Research Case Study Areas

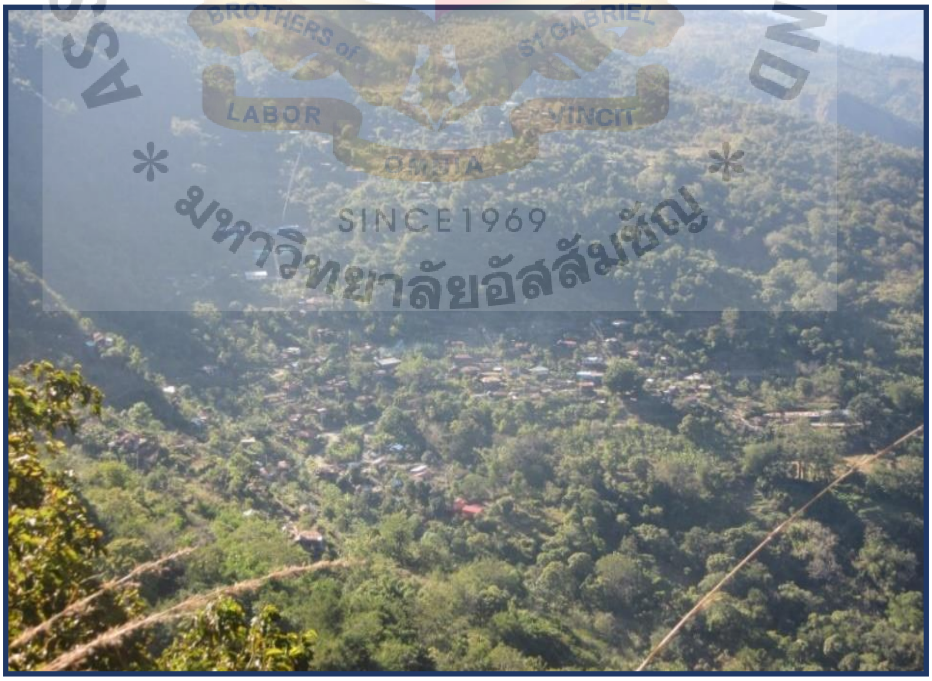
In this study, Sor Long and Taisun villages have chosen as the case study areas because only these two villages are currently running and operating in Chin State even three to four CBT projects were intended to implement. Sor Long is situated in the southern part of Chin State where Taisun is in the northern part; the villages are quite far around 220 miles and take a long journey due to poor transportation within Chin State so that visitors come to these two CBT destinations from different parts of Myanmar. The functions and structures of CBT were similarly organized through establishment of CBT Committees composed of the local people. The community members are divided into five to six groups with four or five group members to perform different tasks of CBT projects in different sectors such as housekeeping, cook, guides, reception, etc.

Culture is the main attraction in these CBT sites, Culture Committees were established, local people can participate in cultural activities and earn extra income through their participation including women and young, and the visitors can also explore the local culture and participate in cultural activities. Further activities such as watching and learning traditional weaving, visiting historical and ritual sites, exploring local food and beverages, hiking and trekking within the villages and its surroundings could be also enjoyed by the visitors. The numbers of international and domestic visitors are very low due to the difficulties in accessibility to the villages. With the implementation of CBT, the state government supported for the development of infrastructure for better accessibility to CBT destinations – improving and paving the road, accessing water and electricity to the village.

1.3.1 Taisun CBT Village

The first case study area, Taisun (the cultural or head village), the second community-based tourism destination developed by the government, is situated in Falam Township in the northern part of Chin State, Myanmar. The CBT venture is currently operating by The Backyard Travels & Tours Company with the aid of UK Aid Myanmar for the development of CBT. The village was built around 15th century, and there are several varieties of traditional houses, memorial stones and historical heritages for tourism activities and sightseeing. It was originally known as Falam (Fa-hlam) before the British arrived and later the name was taken by the British to call their military post whereas the village was named Taisun as the clan name.

Figure 1.3: Photo of Taisun Village



Source; Taken by Researcher during field work on January 11, 2018

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The village is acknowledged as a cultural or heritage village because most houses are still built in traditional styles. It is also a famous and interesting village for the domestic travelers because the head of Chin Chief Con Bik was born in that village and so was called Con Bik' Village. The village is 3 miles away from Falam town, and around 10 miles from Surbung Airport which is under the construction. The easiest way to reach that village is direct flight from Yangon or Mandalay to Kalay Domestic Airport, and then around 5 hours' drive by van or bus. The first CBT workshop was held in Falam in providing knowledge and awareness of the local communities and to be able to participate in maintenance and promotion of cultural heritages. Furthermore, basic service training sectors such as food and beverage, receptions, housekeeping are also provided to the local community.

1.3.2 Sorong CBT Village

The second case study area is Sor Long, situated in Kampalet Township in the southern part of Chin State. This CBT project was initiated on 3rd January 2017 with support from Action Aid Myanmar and Forever Top Company. There are totally 30 houses at that village and most inhabitants are Cho tribe. People can reach within 15 minutes from Kampalet town. The village is also located 13 miles from Khonumthung Mountain (Mount Victoria) which is the highest mountain in Chin State and awarded Asian Heritage Park and Outstanding Universal Value by UNESCO. The southern part of Chin State especially around Mount Victoria is also the hub of tourist destination in Chin State.

Community lodges were built including 6 solo-type buildings with Chin traditional lodging houses where 12 guests can be accommodated at one time, and one dining hall. Depending on the objectives CBT venture, 80% of revenue generated by CBT projects will be spent for the community development projects and only 20% of the income will be taken by the investors. At that village, visitors can explore and participate in the traditional daily life of the communities, cultural dances and musical performances. As hilly and mountainous regions, visitors can enjoy trekking at the nearby locations and in Mount Victoria with bird watching and breathtaking sceneries depending on the seasons. In contributing the economic development of the local communities, visitors can buy Chin products at this village.

Figure, 1.4: Community Lodges at Sor Long Village

Source: Taken by Researcher during fieldwork on January 05, 2018

1.4 Statement of the Problem

As Chin State starts to acknowledge the implications of CBT for community development and poverty reduction by various sectors and stakeholders after more than 50 years of restriction, there are various constraints and challenges at the pre-development stage and ongoing process for the growth of CBT. Tourism industry itself is the new idea and concept for the Chins' communities, and enhancing trainings and workshops for improving the awareness, skills and capabilities of the local communities is still deficient within Chin State compared to other parts of the country.

The development of CBT not always bring benefits to the local community and support community development even the community are the main actors. Without adequate research and proper investigation on the challenges and opportunities of CBT at the pre-development stages, CBT may cause unnecessary problems within and for the communities although CBT aims to reduce poverty and enhance rural development. Moreover, CBT may benefit for only small numbers of outside stakeholders instead of communities and the outside stakeholders will apply the community members and the existing cultures and natural resources of the community for their own advantages. Therefore, it is crucial to investigate the existing barriers and opportunities for the development of CBT in supporting the community development, informing the right and resourceful information to the community and providing suggestions to the developers and promoters for betterment of CBT are necessary for the success of CBT project.

This study will identify the operational challenges and opportunities for CBT development while implementing CBT for community development through collaborative work with local communities, state government, and travel companies. Based on the results, recommendations and suggestions will be also provided. Besides, this study will be further applicable and useful for the promoters and developers of community-based tourism within Chin State, Myanmar.

1.5 Research Questions

By means of community-based and human-centered research, the community participation is viewed as a success factor of tourism development (Murphy, 1985; Pretty, 1995). "Community-based tourism development would seek to strengthen institutions designed to enhance local participation and promote the economic, social, and cultural well-being of the popular majority" (Brohman, 1996, p. 60). Interest of both community development and tourism, enables the researcher to strongly adopt the combination of these two interests and various potential tourism resources in the selected sites to benefit CBT development and the community development as well. This research will discuss the following focused questions;

RQ 1 What is the potential for further development of CBT in Sor-long and Taisun, Chin State, Myanmar?

RQ 2 What are the challenges for developing Community-based Tourism in Sor-long and Taisun, Chin State, Myanmar?

RQ 3 What are the opportunities for CBT development within Sor-long and Taisun, Chin State, Myanmar?

RQ 4 What recommendations are necessary to improve the effectiveness CBT after appraisal of challenges and opportunities in the two case study villages in Chin State, Myanmar?

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1.6 Research Objectives

i. To explore the potential of Community-based Tourism by applying lessons learnt in the two CBT villages in Chin State, Myanmar;

ii. To identify the challenges for developing Community-based Tourism in two CBT villages in Chin State, Myanmar;

iii. To identify the opportunities of the development of Community-based Tourism in CBT villages in Chin State, Myanmar; and

iv. To propose strategies to improve the effectiveness of CBT after appraisal of challenges and opportunities in the two case study villages in Chin State, Myanmar.

1.7 Scope of the Research

The concepts of tourism and community development are related to each other, and this research will investigate various operational challenges and opportunities for the long-term development of CBT in Chin State, Myanmar. Two CBT villages Taisun and Sorlong are selected as case study areas. This study will only focus on CBT and other forms of tourism will not apply in this study. Especially in this study, community participation, community capacity building, stakeholders' collaboration and participatory planning are viewed as the success factors or motivational variables for the sustainable CBT development. This case study will be opened to all the stakeholders by means of in-depth interviews and participant observation. Data collection was conducted in May 2018 at Sorlong village and in June 2018 at Taisun village.

1.8 Limitations of the Research

There are two major limitations in this study; the selected CBT destinations and scope of the study. The first difficulty in addressing both challenges and opportunities is because community-based tourism in Chin State is at the beginning of the journey to develop. Consequently, tourism is a new concept for the local communities and there are many difficulties to access information on tourism especially on CBT from the governments, local communities, and tour operators and agencies, so that the researcher could not access the statistic numbers of domestic and international visitors to these CBT sites, project plans and policy on CBT, etc. A dearth of written documents and previous studies on CBT in Chin, State are also limitations for this study. During the interviews, most of the local people could not participate and provide adequate information on CBT even they were willing to express their opinions and perceptions on CBT. Secondly, this study only focuses on CBT for the overall community development although different kinds of tourism could be also applied for

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poverty reduction and creating job opportunities in rural areas. Moreover, data were collected only from the stakeholders such as government officers, local communities, travel companies and guides, etc., without including the perspectives of tourists. Hence, the findings would not be useful for the other kinds of tourism and business sectors for the community development.

1.9 Significance of the Study

Since this study aims to evaluate the main challenges and opportunities for CBT development at Taisun and Sor-long villages in Chin State, Myanmar, this study will clearly identify the barriers and opportunities, necessary skills and competencies of the communities prior to the community development process. Firstly, this study will therefore provide proper measures on how to overcome the challenges to the state government, travel companies, and local communities while promoting CBT in Chin State, Myanmar. Secondly, due to the scarcity of written academic paper, documents, books, etc., this paper will be the front line of tourism literature promoting the tourism industry in Chin State. Thirdly, this study will also useful in planning rules and regulations from the regional to national levels on the ongoing and entire development progresses for policy maker, developers and promoters. Additionally, guidelines and knowledge for other researchers would be enhanced.

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1.10 Definition of Terms

The relevant literature meanings and operational terms focus on this study are;

Capacity Building: "the ability to develop, enhance and maintain different capabilities, skills, knowledge and expertise necessary for tourism planning and policy development" (Dredge & Jenkins, 2007; p. 22)

"CBT and Community Development: are inherently connected, because they share the same natural and cultural resource. Culture and social norms determine not only resource use but also internal and external relationships" (Nataraja & Devidasan, 2014, p. 75)

Challenge of CBT: several CBT projects are failed because of deficiencies of important factors such as – job creations and tangible benefits from the resources and lands, inadequate marketing and entrepreneurial skills, community participation, sense of local ownership to CBT ventures, and lack of financial resources and heavy dependence on donors' funds (Sebela, 2010).

Collaboration: Collaboration is a process of point decision making among autonomous key stakeholders of an inter-organizational community tourism domain to resolve problems of the domain and/or to manage issues related to the domain" (Getz and Jamal, 1994, p. 155)

Community: "Community is the persons and public and private bodies who are potentially affected both positively and negatively, by the impacts of tourism development within the boundaries of the destination area" (Bosselman, Peterson & McCarthy, 1999, p. 11)

Community-based Tourism (CBT): "CBT is tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for community, with the purpose of enabling to increase their awareness and learn about the community and local ways of life". (Suansri, 2003; p. 14)

Community Development: "Community development is the planned evaluation of all aspects of community well-being (economic, social, environmental and cultural)" (Frank and Smith, 1999, p. 6)

Community Involvement: “Community involvement refers to a form of voluntary action in which individuals confront the opportunities and responsibilities of citizenship” (Tosun, 1999, p. 217)

Development: “Development is a multi-dimensional process which involves changes in structures, attitudes, and institutions, as well as the acceleration of economic growth, the reduction of inequality, and the eradication of poverty” (Todaro & Smith, 2003)

Opportunity of CBT: Without compromising the unique attractions of destinations, CBT can bring many opportunities to the local economy, environment and society through adopting effective planning and management with local communities (Asker et al. 2010)

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Chapter II

Review of Related Literature and Empirical Studies

This chapter reviews the relevant literature from different sources for the research topic. This chapter clearly defines the meanings, concepts and theories of community, development, the relationship of tourism and community development, and community-based tourism (CBT) including goals, principles, challenges, and benefits of CBT. The capacity building, community participation, stakeholders' collaboration and participatory planning are also reviewed as supporting and success factors for CBT development which should be accomplished at the initial stage and an ongoing process as well as for the long-term sustainability of CBT itself in Chin State, Myanmar. This chapter also analyzes CBT as an alternative form of tourism and proposes as a suitable form of tourism for the community development in Chin State depending on past literatures from various destinations in different countries. Lastly, this chapter highlights the empirical studies and concludes with an analysis of empirical studies.

2.1 The Literature Defining Community, Development and Community Development

2.1.1 Community

While researching the literature on tourism and community development, understanding the meaning of community is required as community itself has different definitions (Aref, Gill & Aref, 2010). Mattessich & Monsey (2004) defined community as "people who live within a geographically defined area and who have social and psychological ties with each other and with place where they live" (p. 6). Community could also be defined in terms of culture, language, beliefs and shared interests (Frank & Smith, 1999). In tourism literature, community is defined as a multidimensional phenomenon which exists in diverse forms and at different scales that includes cultural, ecological, economic, political and social forces. Community also offers varieties of tourism resources and services that may be attractions, accommodation, tourism related infrastructures, etc (Telfer, 2003). For this study, community will be defined according to the geographical locations where people are living and sharing common interests under the rule of the same state government.

2.1.2 Development

Development can be generally defined as the improvement of the quality and livelihood of human being which was identified as an economic phenomenon for generating job opportunities, other commercial openings, and supporting the economic and social benefits of the communities before 1970's. The three fundamental objectives of development are to - be able to distribute the basic human needs in every daily life; improve living standard with higher incomes and having better chances for education and bigger concentration on cultural and human values; and increase more economic opportunities for individuals and nations. (Todaro & Smith, 2003). Economic development is also defined as the objective of development, but "the challenge of development is to improve the quality of life. Especially in the world's poor countries, a better quality of life generally calls for higher incomes – but it involves much more. Economic growth encompasses as ends in themselves better education, higher standards of health and nutrition, less poverty, a cleaner environment, more equality of opportunity, greater individual freedom, and a richer cultural life" (World Bank, 1991, p. 4).

2.1.3 Community Development

"Community development can be tentatively defined as a process designed to create conditions of economic and social progress for the whole community with its active participation and the fullest possible reliance on the community's initiative" (United Nations, 1955, p.6). Community development is a broad concept and researches on community development have been conducted in many academic fields, and it is a global concentration of the development of rural/urban communities in terms of economic, sociocultural well-beings and community empowerment for the long-term sustainable development of tourism industry, especially in developing countries (Singh, 2008). However, a significant constraint in community development is that harmonizing between the needs for long-term solutions and decision-making on day-to-day requirements for short-term (Frank & Smith, 1999).

The essential core of community development is the improvement of the quality of life and conserving the sustainability of human capital and resources (Frank & Smith, 1999). Since World War II (1939-1945), four main paradigms of community development have arisen namely modernization, dependency, economic neo-liberalism and alternative development. The alternative form of development will be applied in this study, which is centred on a "grass-roots", participatory approach that empowers local people and is related with the concept of sustainable development including the empowerment of local people, community participation and partnership, and ecological and cultural sustainability (Telfer, 2003). Furthermore, community development is a "grassroots" development by which communities:

- "Become more responsible
- Organize and plan together
- Develop healthy options
- Empower themselves
- Reduce ignorance, poverty and suffering
- Create employment and economic opportunities and
- Achieve social, economic, cultural and environment goals"

(Frank & Smith, 1999, p. 6)

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2.2 Tourism and Community Development

The global economy of the 21st century is driven by three main industries; technology, tourism and telecommunication (Adeleke, 2006). Among them, tourism become the greatest growing industry in the world and a major tool for community development (Allen, Hafer, Long & Perdue, 1993) which should improve the overall well-being of the communities around the world (Aref & Redzuan, 2008). Frederick (1993) also argued that "tourism is an increasingly popular elixir to local community and urban underdevelopment. Its current prominence in the array of local economic development strategies, can be traced to several features of the tourism industry" (p. 215). In addition, tourism not only benefits the economic well-being of the community, but also it supports in conserving and revitalization of cultural and natural resources. Suansri (2003) also mentioned that "tourism can be a powerful tool for community development" (p. 21). However, there are limited literature reviews on the community development through tourism development, and tourism development within the local communities is the process of community development as well (Aref, Gill & Aref, 2010). The implementation and development of CBT may also benefit the overall well-being of the communities in Chin State.

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2.3 Community-based Tourism (CBT) – The Broader Literature

2.3.1 The Literature Defining Community-based Tourism

The idea of CBT was originally formulated in Canada based on the community-based development approach (Giampiccoli, 2015, King & Pearlman, 2009 & Telfer, 2009). CBT is also related generally with alternative types of tourism namely community-based ecotourism, ethnic tourism, pro-poor tourism and rural tourism, especially for remote and rural areas (Novelli, 2016). Later, this spread worldwide and became an important alternative form of tourism development for many countries such as Cambodia, Thailand, Indonesia, the

Caribbean, Europe, Australia and in Africa (Amin & Ibrahim, 2015). It is proposed that the community should maintain and manage the CBT development processes and CBT is focused on local empowerment and capacity building, host community involvement in planning and decision-making by a grassroots approach of a destination society to create a more sustainable industry (Leksakundilok & Hirsch, 2008; Prachvuthy, 2006).

Community-based tourism (CBT) can be regarded as special kind of tourism employed across the world, especially in underprivileged and indigenous communities (Giampiccoli & Mtapuri; 2017) that model became popular in the mid-1990s, reversing the development as a bottom-up approach to provide full community participation at every level of development process (Asker, Boronyak, Carrard & Paddon, 2010). The model of CBT is originally formulated as a pathway for the economic development of undeveloped regions; for examples – poor, impoverished, marginalized people in rural and remote areas (Muganda, 2009; as cited in Ndlovu, 2015). CBT could be also applied as a device for social equity, distribution of resources and benefits, and the community should receive a large sum of benefits (Giampiccoli, 2015).

CBT generates the economic development and improves the livelihoods of the communities through community members' participation in tourism activities without damaging the cultural and environmental resources within their communities (Tasci, Semrad & Yilmaz, 2013). Community participation is necessary and supporting factor for the successful development of CBT (Pinel, 2013). CBT also contributes to the "three pillars of sustainability" through distributing economic, environmental and social benefits, which empowers the local communities and builds community capacity to manage their own resources (Asker, Boronyak, Carrad & Paddon, 2010). Briefly, CBT focuses on the economic development, the sustainability of sociocultural and environmental resources at tourist destinations.

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Table 2.1: A Selection of Definitions of CBT by different authors

Source	Definitions of Community-based Tourism
Brohman, J. (1996)	"Community-based tourism development would seek to strengthen institutions designed to enhance local participation and promote the economic, social, and cultural well-being of the popular majority. It would also seek to strike a balanced and harmonious approach to development that would stress considerations such as the compatibility of various forms of tourism with other components of the local economy, the quality of development, both culturally and environmentally, and the divergent needs, interests, and potentials of the community and its inhabitants". (Brohman, 1996, p. 60)
The Mountain Institute (2001)	"Community-based tourism is an activity which through increased intensities of participation, can provide widespread economic and other benefits and decision-making power" (The Mountain Institute, 2000, p. 1)
Häusler, N. & Stradas, W. (2003)	"Community-based tourism is a form of tourism in which a significant number of local people have a substantial control over, and involvement in its tourism development and management. The major proportion of the benefits remain within the community" (Häusler & Strasdas, 2003, p. 3)
Dixey, L. (2005)	"Tourism owned and/or managed by communities that is designed to deliver wider community benefit. Communities may own an asset such as lodge but outsource the management to a tourism company. Alternatively, communities may not own the assets on which their tourism enterprise is based (e.g., land, campsite infrastructure inside national parks, national monuments) but are responsible for management and there is an objective of wider community benefit" (Dixey, 2005, p. 29)
Goodwin, H. & Santilli, R. (2009)	"CBT is defined as tourism owned and/or managed by communities and that intended to deliver wider community benefit" (Goodwin & Santilli, 2009, p. 11).
Tuffin, B. (2005)	"CBT is a community development tool that strengthens the ability of rural communities to manage tourism resources while ensuring full villager participation. When applied properly, CBT can help villagers control the impacts of tourism while also generating income, diversity the local economy, preserving culture, conserving the environment and providing educational opportunities" (Tuffin, 2005, p. 178)
Hamzah, A. & Khalifah, Z. (2009)	"Community-based tourism is a community development tool that strengthens the ability of rural communities to manage tourism resources while ensuring the local community's participation" (Hamzah & Khalifah, 2009, p. 4)
Asker, S., Boronyak, L.,	"Generally small scale and involves interactions between visitor and host community, particularly suited to rural and regional areas. CBT is commonly

Continued …

Table 2.1: A Selection of Definitions of CBT by different authors (continued …)

Carrard, N., & Paddon, M. (2010)	understood to be managed and owned by the community, for the community. It is a form of "local" tourism, favouring local service providers and suppliers and focused on interpreting and communicating the local culture and environment" (Asker, Boronyak, Naomi & Paddon, p. 2)
Kibicho, W. (2008)	"CBT involves the development of skills and improvement of income amongst local communities thereby empowering them through the generation employment opportunities" (Kibicho, 2010, p. 212)
Responsibletravel	"Tourism in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation".
Scheyvens, R (2002)	"Community-based tourism ventures are those in which the local communities have a high degree of control over the activities taking place and a significant proportion of the economic benefits accrue to them. They may also be characterised by local ownership and a low level of leakage" (Scheyvens, 2002, p. 10)
ASEAN CBT Standard (2014)	"Community-based tourism is tourism activity, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of community through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources" (ASEAN CBT Standard, 2014, p. 4)

As identified in the above table, the concepts of community-based tourism are generally similar although they have different explanations, which can be summarized as follow. CBT should be for, by and with the local community for the improvement of their livelihood and quality of life, especially for rural communities. The owner of CBT ventures must be the local community (not the outsiders), and the major proportion of benefits remains within the community while conserving the cultural and natural resources of the communities. The community members should involve in every single tourism activity and have say and voice in decision-making, planning and operation. CBT must also meet the satisfaction of tourists through interaction with the locals and experiencing the ways of local life.

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2.3.2 Goals of Community-based Tourism

The implementation of CBT aims not only to benefit the economic well-being of the local people (particularly for rural or indigenous people), but also the conservation of the natural resources and environment. It also intends to share the economic benefits equally among the community members and to participate the locals in tourism related planning, decision-making, development and operations (Asker, Boronyak, Carrard & Paddon, 2010). The main objectives of CBT are to; "increase incomes for the community, sustain the revenues in the local economy, empower the community, conserve cultural heritages, improve the positive attitudes in natural resources management and wildlife conservation, and develop sustainable tourism" (Blakstock, 2005; as cited in Demers, 2011, p. 1).

The Mountain Institute (2000) also stated that "the development of CBT must follow the following assumptions: (1) CBT must contribute to increasing and/or improving conservation of natural and/or cultural resources; (2) CBT must contribute to local economic development through increasing tourism revenues and other benefits to community participants, and ideally to an increasing number of participants; (3) CBT must have a level of participation, ideally progressing toward self-mobilization, but not always necessary; and (4) CBT has a duty to the visitor to provide a socially and environmentally responsible product" (p. 4-5). CBT development focuses on the community participation through community empowerment and delivering economic benefits while protecting the environment and cultural identities of the community.

2.3.3 Principles of Community-based Tourism

Principally, CBT is focused on the active community participation and like sustainable model with bottom-up approach in maintaining, management, implementation and planning of tourism development, and community participation contributes to the development and sustainability of tourism industry (Boonratana, 2010; Goodwin & Santilli, 2009; Hall, 1994; Suansri, 2003). From the principles of community participation, CBT "aims to create a more sustainable tourism industry, focusing on the host community in terms of planning and maintaining tourism development" (Beeton, 2006, p. 50).

Table 2.2: Principles of Community-based Tourism

Involve community members from the start in every aspect
Recognize, support and promote community ownership of tourism
Promote community pride
Improve the quality of life
Ensure environmental sustainability
Preserve the unique character and culture of the local area
Foster cross-cultural learning
Respect cultural differences and human right
Distribute benefits fairly among community members
Contribute a fixed percentage of income to community projects

Source; Suansri, P. (2003). *Community Based Tourism Handbook, Responsible Ecological Social Tours* – REST. Mild Publishing, Thailand, p. 12

Community participation in tourism development encourages in solving major problems in destination communities, and which will support to the equal distribution of benefits among the community members (Brohman, 1996). Therefore, the basic principle of CBT is grounded in community development with the improvement of community involvement and the quality of life of the community, conserving the community and its environment through applying social and environmental responsibility (Salazar, 2012; as cited in Tasci, Croes & Villanueva, 2014).

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2.3.4 Challenges of Community-based Tourism

As community-based tourism (CBT) is centered on the local community, active participation of community and the community development (especially for marginalized and people living in rural areas), several CBT projects are failed because of deficiencies of important factors such as – job creations and tangible benefits from the resources and lands, inadequate marketing and entrepreneurial skills, community participation, sense of local ownership to CBT ventures, and lack of financial resources and heavy dependence on donors funds (Sebela, 2010). Moreover, most CBT ventures are situated in peripheral and remote areas with inadequate infrastructure development including limited security and safety for visitors and without enough funds for investment and product development (Asker, Boronyak, Carrard & Paddon, 2010; Gabito, 2013). Lack of financial support not only affects making a good marketing and upgrading marketing materials, but also accommodations and services (Dixey, 2005).

Although citizen participation and stakeholders' collaboration are crucial in planning and development process and solving problems within community, there are varieties of limitations and constraints. Lack of knowledge and professionals, elites' domination, lack of stakeholder collaboration, centralization to local administration, cultural differences, deficiency of proper legal system, scarcity of skilled human resources, lack of financial resources are viewed as structural limitations of community participation in tourism (Tosun, 2000). Scheyvens (2002) also identified another challenge when tourism is implemented for community development that the communities are usually lack of adequate knowledge and information about tourism, and power in relation to other stakeholders in tourism management. In addition, communities are heterogeneous in nature and stakeholders are significantly different in skills, interest, support and commitment to tourism development

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(Tasci, etl, 2013). Relating to the heterogeneous of stakeholders, power different between the individuals, individual and collective rights, community and outsiders are the most challenging factors in community participation (Dixey, 2005). Consequently, most decision-makings are made through the dominance of powerful stakeholders and benefits are unequally distributed (Asker, Boronyak, Carrard & Paddon, 2010).

Lack of human resource capacity in operating CBT programs and product development, handling and guiding visitors, making good marketing, providing tourism services, etc. are also the significant constraints in the development of CBT projects (Dixey, 2005; Vietnam CBT Handbook, 2013). Seasonality is the big challenge in Zambia and many destinations could not accessible in the rainy season as most of CBT ventures (Dixey, 2005). DODDS, Rachel, Alisha & Kelly (2016) emphasized several barriers which potentially affects the success of CBT ventures such as; "financial viability (lack of funding and finance skills), marketing (little direct marketing to foreign visitors), product development (non-market, ready product), capacity building (lack of access to markets), land management/governance (lack of empowerment of local communities or centralized governance)" etc.

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2.3.5 Opportunities of Community-based Tourism

Being remoteness of a community could be a blessing or a curse in the promotion of CBT ventures in the community. It can be a blessing because the community has its natural beauty (DODDS, Rachel, Alisha & Kelly, 2016). It can be said that the natural and cultural resources of the community are the opportunities for the development of CBT (Tamir, 2015), which can range from nature-based activities to local handicrafts to cultural events (Cooper, 2004). Potential tourism products are known as "community-based tourism assets" (Mountain Institute, 2000). As CBT projects are mostly found in rural areas, CBT has opportunity to contribute the local benefits, the wellbeing of the community, biodiversity, and conservation of cultural and natural resources, especially to indigenous people (https://www.cbi.eu/node/2541/pdf/). The development of CBT in rural community could also provide rural development and poverty reduction through the provision of permanent and casual employment for the community members (Sebela, 2010). The availability of various types of tourism activities in destination seems to have better opportunity for CBT development.

Experience becomes a major concentration in the promotion of tourism and most visitors are looking for the authentic experiences from destinations where they can interact with the local people and can explore the local cultures. Hence, host-guest relationship is an important matter for the popularity of CBT destinations and active community participation is required for the success of CBT ventures. At the same time, the capacity building and the empowerment of the community could be performed through education and trainings which are the feasible benefits for the community and the community improves their tourism management skills (DODDS, Rachel, Alisha & Kelly, 2016). Community capacity building contributes to the improvement of local communities' skills and entrepreneurial spirit to become part of tourism industry and reduces negative impacts of tourism (Graci, 2012). It can be said that CBT empowers the community members to actively participate in tourism planning, development processes and implementing tourism in community level, and CCB is essential for inclusive community development and key element for the success of sustainable CBT (Ahmeti, 2013).

In addition, CBT is focused on the active participation of community members in planning and development processes which maximizes benefits to the local communities (not to outsiders) and encourages for preserving community resources (Inskeep, 1994). The involvement of community also creates many benefits and satisfaction not only for the local communities and tourists, but also for the sustainability of tourism industry itself (Tosun & Timothy, 2003). The interaction with the local people is also important in promoting CBT ventures, and the hospitality and friendliness of the community are another opportunity for CBT development that will make visitor satisfaction and authenticity of the destinations.

Accessibility and political stability of destinations are the main components of CBT development that may include convenience and tourist products of destination, quality of services, safety, previous experience and expectations, tourist activities image and others (McDowall, 2010). On the other hand, CBT development supports rural development by providing funds for the community, especially those living in rural area where services and facilities are limited and inadequate. Giampiccoli & Mtapuri (2017) argued that CBT is a form of sustainable tourism development and identified four main components of CBT; economic growth, environmental sustainability, sharing costs and interests equally, and good government.

2.3.6 Benefits of Community-based Tourism Development

Even though tourism development in the community may contribute to poverty reduction and community development, income inequality and the economic development were challenged by a deeper concentration on environmental sustainability of destinations, negative social and cultural impacts to the community (Cole & Morgan, 2010; Kinyondo & Pelizza, 2015). Without compromising the unique attractions of destinations, CBT can bring potential benefits to the local economy, environment and society through adopting effective planning and management with local communities (Asker et al. 2010). The development of CBT achieves the development of community in different ways – economic, environmental and social development, and which should also protect community rights (Suansri, Yeejaw-haw & Richards, 2013).

2.3.6.1 Social Benefits

CBT contributes beneficially to locals' social well-being by developing basic infrastructures (electricity, water, telecommunication and transportation networks), superstructure (legal and institutional structure of health, safety, security, civil rights), and (preservation of cultures, environment and heritages) to ensure basic human needs not only for touristic enjoyment but also locals through sweeping influence of globalization (Asker, Boronyak, Carrard & Paddon, 2010; Goodwin & Santilli, 2009). In addition, CBT allows the empowerment of the local communities through building their skills, knowledge and improvement of self-confidence to take control over their lands and resources to promote tourism development in their own communities. CBT also stimulates social capital of the community and become more cooperated and participated, provides new role and improve voices of youth, women, indigenous, the elderly, marginalized, non-elite, poor and disadvantaged minority groups (Tasci, Semrad &Yilmaz, 2013). The local members are also satisfied with part of participant in tourism, and pride of their village and proud to be part of tourism with their respective roles if CBT is success (Herawati, Purwaningsih, Pudianti & Surya, 2014). Finally, the local communities have educational opportunities, and increased their ability to manage and run tourism resources and improved their livelihood (Anuar & Sood, 2017).

2.3.6.2 Economic Benefits

The implementation of CBT reduces high unemployment rate of the community and creates the development of small business opportunities for the local people, and CBT becomes an important factor for creating many job opportunities for both skilled and semi-skilled workers, especially for people living in rural areas. For example; cleaners, drivers, guides, etc. As a result, the local people are employed in tourism industry and earned extra income, they and spend their income from tourism for their living and social welfare which improves their ways of life and quality of life (Sebele, 2010; Tresilian, 2006). Besides, CBT also distributes income directly for the local communities through participating in tourism activities and indirectly as the social well-beings and community development such as purchasing electronic equipment, improvement of adequate transportation system (Herawati, Purwaningsih, Pudianti & Surya, 2014; Jitpakdee, Harun & Zain, 2016). For improving the quality of life and supporting the community economy, CBT was implemented in many developing countries and becomes a tool for poverty reduction (Anuar & Sood, 2017)

2.3.6.3 Environmental Benefits

Varieties of tourism activities and resources are heavily depending on natural environment and the conservation of ecosystem should perform for sustainability of destinations. Overuse of natural resources and lack of environmental knowledge and awareness may lead to many unwanted impacts such as soil erosion, air and water pollution, extinction of endanger species, etc. For those reasons, CBT could be applied as a tool for the environmental conservation and gained popularity as part of strategies for conservation and development of destinations (The Mountain Institute, 2000). The operation of CBT within the local community improves the knowledge and capacity of the local community, increases awareness of the locals for conservation of natural resources at local and national levels, and the community members understand the relationship between the environment and sustainable economic development in a deeper way (Suanri 2003; Tasci Semrad &Yilmaz, 20103). The local members have a new economic incentive generated from CBT to protect their natural environment to remain attractive destinations for the future. On the other hand, the visitors experience the rural life and become more understand of the relationship between human beings and the nature (http://cbtnetwork.org/?page_id=37).

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Successful CBT development may bring healthy economic development, cultural and environmental conservation, sustainable destination branding and development (Tasci, Semrad &Yilmaz, 2013). Thus, "CBT should promote self-reliance, self-planning and self-management, be transformative, redistributive, empowering, holistic, developmental, enhancing individual and community capacities, participatory, with opportunities for co-production, community decision making, job creation, control and involvement, the attainment of social justice and the remediation of both power and resources" (Giampiccoli & Mtapuri 2015: p. 45)

Table 2.3: Benefits of Community-based Tourism

Development Sector	Potential Benefits of CBT
Economic	Create jobs in tourism Increase the income of local people Raise sustainable and independent source of funds for community development
Social	Raise quality of life Promote community pride Promote gender and age equality Build capacity for community management organizations
Cultural	Encourage respect for different cultures Foster cultural exchange Embeds development in local culture
Environmental	Promote environmental responsibility Raise awareness of the need for conservation Promotes management of waste disposal Study the carrying capacity of the area
Educational	Promote the acquisition of new jobs skills Create new professions in the village Cross-fertilization of ideas with other cultures – promotes respect Foster and promote respect for local knowledge and skills
Political	Enable the participation of local people Increase the power of the community over the outside Ensure rights in natural resource management
Health	Promote good hygiene Increase in and diversification of food production for tourists will improve nutritional status

Source: Suansri, P. (2003). *Community Based Tourism Handbook, Responsible Ecological Social Tours* – REST (p. 21). Mild Publishing, Thailand; Tuffin, 2005, *Community-based tourism in the Lao PDR: An Overview*. In "Improving Livelihoods in the Uplands of the Lao PDR: A Sourcebook", p. 182. Retrieved (November 17, 2017) from https://mail.Google .com/mail/u/0/#inbox/1619e129a27bf278?projector=1&messagePartId=0.1.

2.4 Community Involvement and Participation in Community-based Tourism

The concept of participation is key to community development and gained increased attention in the tourism literature (Telfer, 2003), and participation of local inhabitants is a basic component in tourism management including strategic planning and designing to ensure all issues relating to development processes at destinations (Lekaota, 2015). Community participation is essential in the long-term existence of community-based projects (Idziak, Majewski & Zmyslony, 2015), and which can enhance benefits to the community and reduce negative impacts (Jamal & Getz, 1995). Hence, participation of the host communities in tourism related activities, building their capacities can anticipate tourism development in their areas where the communities are living (Sutawa, 2012).

As tourism has become an important economic driver in Myanmar, Ministry of Hotels and Tourism (MoHT) also highly supports the involvement of community in tourism industry by stating policy on community involvement in tourism (CIT) to promote community participation in tourism enterprises for creating job opportunities for the local communities especially for rural, poor and marginalized people. To generate local community benefits through tourism, the following objectives are established:

- "Strengthening the institutional environment and civil societies
- Capacity building for community related activities in tourism
- Developing safeguards, systems and procedures to strengthen community planning and management in tourism

- Encouraging local entrepreneurship through micro- and local enterprises
- Diversity and developing quality products and services at community level
- Monitoring positive and adverse impacts of community involvement in tourism"

(Community Involvement in Tourism in Myanmar 2013, p. 13)

Community-based tourism is different from other conventional tourism development that aims to promote equal distribution of perceived economic benefits within the community members through full community participation in tourism development processes (Timothy & Tosun, 2003). The participation of community is also a tool for solving tourism related problems in developing countries (Brohman, 1996) and it is therefore crucial to keep tourism development simple by basing CBT on the existing knowledge systems, the traditional way-of-life and practices, existing community capital, skills, cultural and environment assets, and attractions so not to overwhelm (Tasci, Semrad &Yilmaz, 2013). Different levels of governments may play a major role in supporting appropriate educational trainings and labour-skills to increase the capabilities of the local communities to participate in tourism industry and providing supportive legislation to run viable enterprises that will foster collaboration with different level of stakeholders (Scheyvens, 2002).

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Although community participation is important for successful implementation of CBT, constraints and difficulties are inevitable (Pinel, 2013) and researchers have also investigated the limitations and difficulties of community participation in decision-making, planning and policy making, and management in tourism business. According to Nyaupane, Morais & Dowler (2006), four kinds of limitations and barriers of community involvement in tourism development are discussed as follows;

- The first limitation is that local community may lack capital, knowledge or infrastructure for initiating tourism industry development.

- Second, some communities have cultural limitations to participate in tourism planning and management.
- Third, deficiency of knowledge and tourism as difficult and new concept for people who live in rural communities.
- Fourth, the residents assume that tourism development for economic development of their regions is the responsibilities of the government which means that there is no accountability.

Community participation in tourism development will contribute in handling tourism related problems and providing better relationships with tourists and tourism will not reflect sustainable outcomes without empowering and participation of local communities in decision-making and tourism development processes (Tasci, Semrad & Yilmaz, 2013). But, transforming political, social, administrative and economic construction are necessary in formulation and the application of community participatory tourism development approach (Tosun, 2000), and the successful development of destination will mainly depend on the provision and participation of the local community in tourism management (Dredge and Jenkins, 2007).

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2.5 Capacity Building in Community-based Tourism Development

Community Capacity Building (CCB) has given attention in the areas of economic development in the late 80’s and early 90’s, which is closed to the sustainable development concept and is focused on any kind of development as well as community tourism development. CCB becomes an alternative tool in solving negative effects of tourism development in the communities and its environment, especially in rural areas (Razzaq, Mustafa, Suradin &Hassan; 2012). Capacity is “the ability of individuals, institutions, and societies to perform functions, solve problems, as well as set and achieve a country’s development goals in effective, participatory, and sustainable manner" (Nair, 2003, p. 3) while capacity building could be defined the enhancement of attitudes, capabilities, and knowledges of individuals, organizations and institutions (Müller, Appleton, Ricci, Valverde, & Reynolds; 2015).

With relation to the community development, education and training are the necessary components for building capacity. "There are four different kinds of capacity: organisational capacity, technical capacity to deliver specific services, infrastructure capacity and community capacity" (Beeton, 2006, p. 89). However, CCB receives limited attentions in the tourism literature, and most of CCB are mainly focused on agriculture, education and health (Aref & Redzuan, 2009; Razzaq et. al, 2012). CCB is the "essence of community development" (Simpson, Wood & Dows, 2003; as cited in Hamzah & Khalifah, 2012, p. 12) and which should be performed prior to the projects or community initiatives start. In the same way, CCB is defined as the capacity of community residents to be able to participate in community development activities for improving tourism development processes and benefits to the local communities (Aref & Redzuan; 2009). CCB has a close relation with community development and becomes crucial in recognizing priorities and opportunities for community development (Aref, Redzuan, Gill & Aref; 2010).

CCB could be performed at three levels; individual, organizational, and community level (Minkler & Wallerstein, 2011). Individual capacity refers to the development of individual skills and knowledge to set the objectives an achieve them using that knowledge and skills while organizational capacity requires for achieving the organizational goals through the leadership, administrative structure and organizational culture (JICA, 2004). Community capacity is the combination of the individual and organizational capacity to manage the communities' affairs and to work cooperatively for positive results (Hounslow, 2002; as cited in Moscardo, 2008). When CBT is viewed as community development tool, the capacities of the local communities including knowledge and skills are necessary to develop and enhance for the long-term sustainability of community development (Ahmeti, 2013; Aref, Redzuan & Gill, 2010).

Community capacity building is very important for the success of CBT and community development. A study conducted by Koutra & Edwards (2012) indicated that introducing tourism as a tool for poverty reduction was not succeed after more than 15 years in Elmina and Cape Coast, Ghana, Africa because of community capacity building problems. The study was concluded that capacity building in terms of social, human, physical and financial capital should be performed at the initial stage as development objective for tourism development and poverty reduction (Koutra & Edwards; 2012). The building of community capacity remains as a necessary element to implement in CBT development, and which will lead the community to be able to run their own tourism enterprises sustainably (Giampiccoli, Jugmohan & Mtapuri; 2014).

The community capacity building should be completed before CBT development to participate the local communities in tourism planning and decision-making, and partnership with other stakeholders. Education and trainings are the main components in capacity building at the community level and which should be arranged by government agencies, NGOs or local expert consultants (Dodds & Galaski, 2016; Suansri, 2003). Without adequate community capacity, there will be the dominance from outsiders and the major benefits from tourism will go outside the community or to elite groups (Ahmeti, 2013).

2.6 Collaboration and Partnership of Stakeholders

The collaboration and partnership of stakeholders is one of the most popular and interesting issues in tourism research to find better solutions for tourist destination development related problems and resource management (Hall & Page, 1999), and partnerships between various stakeholders are the essential component for sustainable tourism development (Lacy, Batting, Moore & Noakes, 2002). The principle of CBT is based on the participation of stakeholders in planning and development process, and the collaboration of members among CBT projects and outside facilitators is predominant factor for the long-term sustainability of CBT ventures. The owners, managers, and beneficiaries of CBT ventures should be the locals (Jugmohan & Steyn, 2015; Sebele, 2010).

Stakeholder can be defined as "any group or individual who can affect or is affected by achievement of the organization's objectives" (Freeman, 1984, p.46). Stakeholders can be categorized into five groups; governments, tourists, host communities, tourism business and other sectors (Swarbrooke, 2001). Every single group of stakeholders is important element of tourist destinations, particularly in sustainable tourism development through providing effective framework (Robson and Robson, 1996) and the identification and engagement of stakeholders is the main step for achieving community collaboration and corporation in tourism industry (Hardy & Beeton, 2001). In addition, knowledge and experience of stakeholders, and their involvement in planning and development sectors are essential in destination management processes (Hardy and Beeton, 2001; Leiper, 1995).

The primary goal of stakeholder collaboration is to balance power between all stakeholder groups in tourism industry (Tosun, 2000). Collaborative process may be difficult and time consuming but can "avoid the costs of resolving conflicts in the long-term, it is more politically legitimate, and it can build on the store of knowledge and capacities of the stakeholders" (Yuksel, Bramwell & Yuksel; 1999, p. 315). Weak coordination between stakeholders is a significant constraint for destination planners, developers and managers, which subsequently generate varieties of problems due to insufficient, bad or ineffective communication between stakeholders (Jamal & Getz, 1995; Miocic, Razovic & Klarain, 2016). To success common goals and objectives of CBT, private sectors, civil society and the community tourism enterprises of the whole stakeholders must be cooperated in planning, problem-solving, administration and assessment processes, and meaningful involvement and partnership of all stakeholders at all levels of tourism development is required (Cortez, 2010; Lacy, Battig, Moore & Noakes, 2002).

Collaboration of stakeholders in development processes is truly difficult and there are various obstacles and constraints at every level, however, collaboration among stakeholders promotes a more effective CBT planning and management, product development and training and education for the local community (Seling, 1999; as cited in Lacy, Battig, Moore & Noakes, 2002). The relationships between government, public, private, local communities and tourists, tour operators would be smoother through partnership and collaboration of all stakeholders. Hence, the collaboration between external stakeholders and communities is vital for sustainable development of CBT (Shikida, Yoda, Kino & Morishige, 2010).

2.7 Community-based Tourism Planning

Planning is the primary component of sustainable community tourism and the sustainability of the destinations and tourism resources as well as the improvement of the community livelihood depends on tourism planning (Edgell & Swanson, 2013; Inskeep, 1991). The negative impacts of tourism in its environment could be reduced through the strategic planning (Edgell, 2016). Planning can be performed at different levels and regions such as international, supranational, national, regional and local. Holistic planning is applied in sustainable community tourism planning through balancing three main elements of sustainable development; community members, visitors and tourism industry (Sharpley, 2000). Planning must be also feasible, adaptable and dynamic to the local, regional and national strategies with complete action-oriented strategies and well-defined property rights (Jamieson and Jamal 1997; Sharpley 2000; Gunn 1994).

Community-based tourism planning is highly focused on community involvement in decision-making and policy making processes that contributes to equal distribution of tourism benefits to local communities and they are probably to participate in rejuvenation of natural and cultural heritages and to provide supports for long-term sustainability of tourism development within their communities (Bello, Lovelock & Carr, 2016; Harwood, 2010; Timothy, 1999). Moreover, participatory community-based planning focuses on the involvement of local communities and different levels of stakeholders in decision-making and planning to make equal distributions of benefits among all stakeholders, to exchange the knowledge and experiences between the expertise planners and community residents for long term existence of community tourism. Through applying this method, the knowledge and awareness of community members were increased as benefits that allow the unspoken community members to participate and have their say (Timothy & Tosun, 2003).

However, community-based planning focuses on active community participation in planning processes, obstacles and challenges of community participation in planning processes could be met Marzuki, Hay & James (2012), Timothy (1999), and Tosun (2000) highlighted the constraints and barriers of community involvement in tourism planning such as: lack of knowledge and understanding, insufficient resources in terms of managing staff and information and limited budget allocations, lack of trained human resources in tourism planning, unequal distribution of tourism benefits, limited capacity of poor people, lack of adequate information, centralized public administration and lack of coordination. For accomplishing full community participation in tourism planning: public awareness and education, capacity building, creation of linkages to tourists and tourism industry; use of appropriate participation methods; involvement of appropriate local community organizations and decentralization and coordination of relevant management organizations are required (Bello, Lovelock & Carr, 2016).

On the other side, rapid and unplanned tourism development causes a huge amount of demand for visitors and communities with increasing numbers of visitors, which negatively affects to the natural, constructed and cultural resources. This problem is happening in most developing countries and tourism planning in developing countries is usually done at the national level without the interests of local communities and governments, coordination, two-way communication and community involvement. Besides, national planning in developing countries is overlay top-down at the local level which was formed without adequate coordinated system planning form national to regional and local levels. Community interests and their needs should be therefore concerned for effective and responsive tourism planning, and there should be strong governance at local level (Choi & Sirakaya, 2005; Scheyvens, 2002; Tosun (2001).

To be truly sustainable, the planning processes should be complemented by effective legislation and enforcement of that legislation, and concerned with protection of local and national cultures, improving the well-being of individual and social, and conservation of the natural environments (Choi & Sirakaya; 2005). Local community participation is critical for the effective, equitable and legitimate planning, and planning supports building community capacity and CBT market (Sebele, 2010; Suansri, 2003).

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2.8 Specific CBT Empirical Studies

Jitpakdee, P., Harun. A., & Zain, Z., B., M. (2016). ***Local Community Development through Community-based Tourism Management: A Case Study of Mae Kampong Village.***

This study aims to explore the context of CBT in Thailand, to analyze CBT management and to identify the management strategies that made the successful development of CBT at Mae Kampong Village. Qualitative method was applied, and data was collected through in-depth interviews adapting semi-structure set of questions from the village headmen, members of tourism committee, private business operators and community members. The CIPP model of evaluation was used for data analysis. The results highlighted that the co-operative management system was implemented to run the CBT ventures which allowed the local communities to participate in tourism management and cooperated with other stakeholders. The CBT processes were developed using existing natural and cultural resources of the community, CBT directly contributes extra income to the local communities and the social well-being and community development as indirect impacts. The study concluded that the community members should maintain their management status quo and motivate themselves to participate in the CBT which will lead to the sustainability of CBT.

Mearns, K., F & Lukhele, S., E. (2015). ***Addressing the operational challenges of community-based tourism in Swaziland***

This study was trying to address the operational challenges for the successful implementation of CBT in Swaziland and to provide feasible recommendations. This study applied mixed methods: both qualitative and quantitative methods. In-depth and focus group interviews, and participant observation were applied for qualitative data collection and visitor questionnaires for quantitative methods. Totally, four experts, 7 to 10 participants for focus groups are applied for qualitative and 200 questionnaires from tourists for quantitative methods. According to the study, the most significant problems such as lack of community participation, lack of trustees and staff training, poor marketing system, weak security for travelers and their properties, lack of responsibilities for rejuvenation of projects, poor transportation systems, lack of proper policy-making, and lack of partnership between stakeholders and private sector participation, etc. are found. The study recommended that those obstacles are required to be improved for success of CBT ventures, and the governments play the primary role in taking responsibilities and leadership for raising the again the CBT enterprises. The findings and recommendations will be also suitable not only for Swaziland, but also in developing countries.

Aseres, S., A. (2015). ***Potentialities of community participation in community-based ecotourism development: Perspective of sustainable local development - Case of Choke Mountain, Northern Ethiopia***

This article aims to assess community involvement in community-bases ecotourism development for the provision of sustainable community development in selected case study area. Case study approach with both quantitative and qualitative method was applied, and data were collected using questionnaires, in-depth interviews, field observation and Focus Group Discussions (FGDs). The findings indicated that the local communities are participated directly or indirectly in tourism activities and tourism benefits generally to the locals which empowered the local communities economically, and they are proud of their identity through participating in cultural assets and shows. Environmental awareness was increased, and residents are participated in conserving natural resources. The researcher argued that CBET supports the development of local community and improve their livelihood through grassroots' level participation in tourism.

Tamir, M. (2015). ***Challenges and opportunities of community based tourism development in Awi Zone: A case study in Guagusa and Banja Woredas, Ethiopia***

This study aimed to analyze the major challenges and opportunities for CBT development in selected sites. This study applied mixed method; both qualitative and quantitative methods with data collection from survey questionnaires for quantitative and in-depth interview, non-participatory observation and focus group discussion for qualitative. Lack of knowledge and interest of local community members towards CBT; low level of attitude of the community towards CBT, conflict over resource ownership; inadequate capacities of the direct participants in CBT and government officials; lack of proper policies and legislations; low quality and standard products and services; and poor collaboration between stakeholders were identified as challenges for CBT development. However, positive attitude of the community members and their hospitality to visitors and existed various potential tourism resources were the opportunities for CBT development.

Lusby, C & Eow, K. (2015). ***Tourism Development in a New Democracy: Residents' Perceptions of Community-based Tourism in Mawlamyine, Myanmar***

The objective of this study is to observe residents' perceptions and their understanding towards CBT in Mawlamyine, Myanmar after changing the economic and social systems. Grounded theory was applied, and the data were collected from 14 semi-structured interviews with community members and foreign visitors. From the perspectives of tourists, the finding revealed that tourism in Mawlamyine exists as untouched and unspoiled destination with rich natural and cultural resources for, but tourism development was hindered by poor infrastructure development and services. On the other hand, the community members strongly believed that CBT will improve their current living standard and create many job opportunities and revenues. However, the governmental policies (restrictive business-ownership) remained unclear for obtaining permission which is the main barriers to run a CBT project. In achieving the success of CBT projects, training, planning and market research should be started at the current situation.

Kim, S., Park, E. & Phandonouvong, T. (2014). ***Barriers to local residents' participation in community-based tourism: Lessons from Houay Kaeng Village in Laos***

The main purpose of this study is to identify the barriers to residents' participation in CBT planning and development processes. Qualitative exploratory method was applied, and data was collected through in-depth interviews from different levels of local community's

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members. Five main constraints of community participation in CBT from the research' results are; low level of education and knowledge about tourism, impoverished livelihoods and inadequate financial support, locals are busy with their daily works and thus they have no time to participate in tourism enterprises, tourism as a seasonal business with low income, and power inequalities between the local communities and they distrust in authorities. Consequently, small numbers of community residents are highly motivated to participate in tourism planning and management while large numbers of communities are not willing to promote tourism in the future. The study highlighted that the sustainable CBT development highly depends on the empowerment of the local communities through trainings and education which should be provided by the government.

Sebele, L. S. (2010). ***Community-based Tourism ventures, benefits and challenges: Khama Rhino Sanctuary Trust, Central Districts, Botswana***

This research evaluated the challenges and benefits of CBT projects in Khama Rhino Sanctuary Trust, Central Districts, Botswana. Case study and qualitative method were applied, and primary data from in-depth interviews with both structured and unstructured questionnaires are used for interviews and focus group discussions are held in three villages. Secondary data from journals and reports, government policy document is also reviewed, and data were analyzed though using descriptions and classification. Job opportunities and income are increased as economic development with the rise of tourist numbers, that contributes to the social well-being of the residents and conservation of natural resources and which support to community development. Negative impacts such as inadequate income generation, losing natural resources were facing and lack of community capacity such as entrepreneurial skills and marketing skills, community ownership, heavy reliance on donor for funding, etc. are the main challenges within the communities. For the successful development of CBT, more trust among local people are necessary and CBT should bring

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more benefits for locals, increase local involvement, and empower the community to participate in conservation of natural resources. With proper management and community participation, CBT can contribute more benefits to the local communities and preservation of natural resources.

Harwood, S. (2010). *Planning for Community Based Tourism in a Remote Location*

This case study proposed to examine the strategies for overcoming problems and planning processes for CBT development in the Arfak Mountains of West Papua. Case Study Approach (paradigmatic case) was applied and informants who played main role in decision making were interviewed for data collection. The results indicated that issues of land ownership between the state and customary land tenure systems was the main challenges, and the existence of physical infrastructure (electricity and telecommunication) are the basic requirements for CBT development. Without infrastructure development, development is impossible while meeting the needs of individual and lack of collaboration between the community and business operators are also other significant challenges for CBT development. The researcher argued that community does not have ability to manage and develop CBT development.

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Table 2.4: Summary of Empirical Studies

Author/ Year	Research Topics	Research Objectives	Research Methodology	Major Findings
Jitpakdee, P., Harun. A., & Zain, Z., B., M. (2016)	Local Community Development through Community-based Tourism Management: A Case Study of Mae Kampong Village	To explore the context of CBT in Thailand, to identify the management strategies that made the successful development of CBT	-Qualitative approach with in-depth interviews, convenient sampling technique -CIPP model of evaluation for data analysis	- The co-operative management system of CBT ventures allowed the local communities to participate in tourism management and cooperate with other stakeholders. CBT generated income directly and indirectly to the local communities including their well-being and community development

Continued …

Table 2.4: Summary of Empirical Studies (Continued …)

Mearns, K., F & Lukhele, S., E. (2015)	Addressing the Operational Challenges of CBT in Swaziland	To address the operation challenges of CBT in Swaziland	-Both qualitative and quantitative method -Interviews to locals and visitor questionnaires	-The finding revealed that the significant problems are lack of community participation, lack of staff training, poor marketing system, weak security for both travelers and their properties, lack of accountability, lack of partnership between stakeholders
Aseres, S., A. (2015)	Potentialities of community participation in community-based ecotourism development: Perspective of sustainable local development; Case of Choke Mountain, Northern Ethiopia	To assess community involvement in community-bases ecotourism development for the provision of sustainable community development	-Case study approach with both quantitative & qualitative methods -Questionnaires focus group discussion (FGD), and in-depth interviews	-The local communities are participated directly or indirectly in tourism activities, which empowered the local communities -The communities are proud of their identity through participating in cultural assets and shows -Increase environmental awareness, and residents are also participated in conserving natural resources -CBET supports the development of local community and improve their livelihood through grassroot level participation in tourism industry
Tamir, M. (2015)	Challenges and opportunities of community based tourism development in Awi Zone: A case study in Guagusa and Banja Woredas, Ethiopia	To analyze the major challenges and opportunities for CBT development	-Mixed method -Survey questionnaires for quantitative and in-depth interview, non-participatory observation and focus group discussion for qualitative	-Lack of knowledge and interest of local community members, low level of attitude of the community towards CBT, conflict over resource ownership; poor capacity building; lack of proper policies and legislations; low quality and standard products and services; and poor collaboration between stakeholders were identified as challenges for CBT development. -Positive attitude of the locals and their hospitality to visitors, and various potential tourism resources were the opportunities for CBT development
Lsuby, C & Eow, K. (2015)	Tourism Development in a New Democracy: Residents' Perceptions of	To observe residents' perceptions and their understanding towards CBT	-Grounded theory -14 semi-structured interviews from visitors	-Tourism in Mawlamyine exists as untouched and unspoiled destination with rich natural and cultural resources for, but hindered by poor infrastructure development and services

Continued …

Table 2.4: Summary of Empirical Studies (Continued …)

	Community-based Tourism in Mawlamyine, Myanmar	in Mawlamyine, Myanmar	and local communities	-The locals believed that CBT will improve their livelihoods and create job opportunities and revenues. However, governmental policies (restrictive business-ownership) remained unclear for obtaining permission
Kim, S., Park, E. & Phando-nouvong, T. (2014).	Barriers of Local Residents' Participation in CBT: Lessons from Houay Kaeng Village in Laos	To identify the barriers to residents' participation in CBT planning and development processes	-Qualitative exploratory method was applied -In-depth interviews from different level of community members	Five major barriers such as; -Low level of education and lack of knowledge -Impoverished livelihoods and lack of finance - Inadequate time to tourism -Seasonality with low income -Power inequalities between stakeholders
Sebele, L. S. (2010)	Community-based Tourism ventures, benefits and challenges: Khama Rhino Sanctuary Trust, Central Districts, Botswana	To evaluate the challenges and benefits of CBT projects	-Qualitative method - In-depth interview and focus group discussion (FGD) for data collection -Data were analyzed though using descriptions and classification	-Increase job opportunities and incomes for locals that contributes to the social welfare of the locals and community development -Negative impacts and main challenges are; inadequate income generation, losing natural resources were facing and lack of community capacity such as entrepreneurial skills and marketing skills, community ownership, heavy reliance on donor for funding, etc.
Harwood, S. (2010)	Planning for Community Based Tourism in a Remote Location	To examine the strategies for overcoming problems and planning processes for CBT	-Case Study Approach (paradigmatic case) -Informants who played main role in decision making were interviewed for data collection	-Land property between state own and customary land ownership are challenges for CBT planning and basic infrastructure (electricity and telecommunication) are necessary for CBT development -Meeting the needs of individual and lack of cooperative relationship between the business operators and the community are also other challenges

2.8.1 Analysis of Empirical Studies

The empirical studies illustrate CBT from various perspectives including the opportunities and challenges for the local communities, operational challenges and success factors from different destinations which may have similarities with the case of Chin State when CBT was acknowledged as a factor for income and employment generating, poverty reduction and the overall development of the community. In the same way, the model of CBT was applied as the economic and social well-beings and natural and cultural resources conservation for the overall community development in a sustainable manner from previous studies. Most studies were conducted through case study approach with qualitative methods, and data were generally collected through in-depth interviews with semi-structured, unstructured and structured questions, focus group discussions. Participant and non-participatory observation were also applied whereas some quantitative methods were also applied.

The results from the existing studies indicate that most CBT ventures are implemented in peripheral and rural areas with poor infrastructure development with low quality of standard accommodations, products and services, and the local people are living in poor conditions. Consequently, the most significant problems for the success of CBT development are the lack of community knowledge about tourism and skills that hinder community participation in tourism planning, policy and decision-making processes (Gabito, 2013; Kim Park & Phandonouvong, 2014; Mearns & Lukhele, 2015). Likewise, Chin State is mountainous regions with poor infrastructure development and tourism is the new concept for the local people. However, the communities possess their own unique cultural and natural resources, hospitality of the host communities, willingness to participate in tourism business are the opportunities for the success of CBT ventures.

Another significant challenge is that the level of community participation is generally in low, and some of the local members viewed tourism as seasonal opportunities for employment, they prefer to remain busy with their daily work, so they do not want to participate in tourism business (Gabito, 2013; Kim Park & Phandonouvong, 2014). In relation to this phenomenon, small numbers of local communities received benefits from tourism by the time most people are not willing to promote tourism in the future. According to the previous studies, the main barriers of community participation were due to decentralization systems, lack of knowledges, power inequalities among the community members and dominance of elite groups.

The results from the studies of (Lusby & Eow, 2015; Mearns, & Lukhele, 2015) highlighted that poor policy making and governmental policies, power inequalities among the community were the main barriers for initiating and the success of the CBT projects even though many communities are willing to participate in tourism and they strongly believe that tourism could benefit for the improvement of their livelihood. On the other hand, local communities lacked financial capital support form governments and NGOs, INGOs, etc. and the governments did not support in policy-making and planning in some case studies. Lack of partnership between stakeholders was the significant obstacle of CBT ventures due to lack of accountabilities, community capacity building and being un-empowerment.

For the long-term sustainability CBT, the local communities should be empowered to build the community capacity through trainings and seminars and the achievement of CBT depends on the hand of the communities (Kim, Park & Phandonouvong, 2014; Suarthana, Madiun, Moeljadi & Yuniarsa; 2015). After empowering the communities, they will be able to participate in tourism planning and management and collaborate with different stakeholders. Government support and participation is also important, and government should take the main responsibilities through collaboration with NGOs and INGOs which will lead to the cohesion of community and remain the majorities of benefits to the local community. The co-operative management system should be implemented in operating CBT ventures, which will allow the local communities to participate in tourism management and cooperates with other stakeholders.

In conclusion, CBT projects benefits the community development through community participation in tourism related activities although there are common challenges and barriers. Therefore, CBT could be applied for the community development tool in a sustainable manner in the case of Taisun and Sorlong in Chin State, Myanmar.

Table 2.4: Challenges and Opportunities of CBT

Challenges of CBT	**Opportunities for CBT**
- Poor Infrastructure Development and lack of essential infrastructure for tourism products and services - Lack of skills and knowledge, capacity, training for staffs and communities - Low level of community participation - Heavy dependence on donor fund - Lack of proper planning, incompatibility of policies and legislations - Inadequate marketing - Lack of accountability, weak cooperation between stakeholders - Inequitable sharing of benefits - Tourism as seasonal business with low income	- Hospitality of Host Community - Abundance of Potential Tourism Resources - Transforming traditional agricultural farming land for tourist activities - CBT supports poverty alleviation, cultural and natural resources conservation through grassroot level of community participation - Increases environmental awareness - CBT empowers the local communities - Basic infrastructure development such as electricity, easier way to transportation, etc. as a social well-being

Source: Developed by the author from empirical studies

Chapter III

Research Framework

This chapter discusses the research framework for this study. Tourism has become an increasingly important industry for countries and has implemented globally as economic driver and job generator. Various kinds of tourism are existed which bring economic, sociocultural and environmental impacts positively or negatively to the community in different ways. Among those, Community-based tourism is chosen as community development tool because CBT may be theoretically the most appropriate kind of tourism for the indigenous and unprivileged people in the selected case study areas. This study assessed the operational challenges and opportunities for developing CBT while implementing as community development tool in the two selected case study sites. Thus, this chapter theoretically commences with the relationship between community-based tourism and community development. The conceptual framework for this study is developed by the researcher from theoretical and literature reviews.

3.1 Community-based Tourism as Community Development

Tourism was adopted globally as a development agent and many governments used it as part of intensive tourism development in the 1970's, and tourism has become the main economic driver, especially in developing countries. However, one of the main negative consequences was that investments on tourism infrastructure were higher than investments for infrastructure development for the local community. For example - facilities such as water and electricity (Lea, 1988). Consequently, CBT was highly recommended for a sustainable tourism industry for facilitating judicious use of common endowments for the benefits and perpetuation of community values and for the promotion of community health and well-being (Boyd & Singh, 2003). The development of CBT has globally accepted as tourism enterprises for community development, poverty alleviation, cultural heritage and environmental protection, and CBT can help governments in achieving wider local, regional and national development goals at different levels with full community participation (Tresilian, 2011).

In many developing countries, CBT development is implemented for sharing economic benefits equally, improving the locals' quality of life and reducing moving from rural communities to overcrowded cities, particularly in rural areas (Harun, Hassan, Razzaq & Mustafa, 2012). Nevertheless, communities are heterogeneous in nature, often characterized by lack of information and social capital, and stakeholders are significantly different in skills, interest support and commitment to tourism development which are the main obstacles while applying CBT-approach for community development (Asker et al, 2010, McLaren, 1998; as cited in Singh, Timothy & Dowling, 2003). Furthermore, weak stakeholder collaboration and participation, lack of government supports, lack of human capacity, and institutional and community capacity are the main barriers that hinder the success of CBT (Tasci, Croes & Villanueva, 2014). To achieve community development through CBT, applying all-inclusive community development process with proper planning, concerning the basic and overall needs of the locals (Harwood, 2010), and empowerment of the community, providing entrepreneurial training and education to locals for developing tourism initiatives sustainably and generating employment opportunities for community, and strategic long-term planning are fundamentally required for tourism and community development are essentially required (Razzaq et. al, 2013).

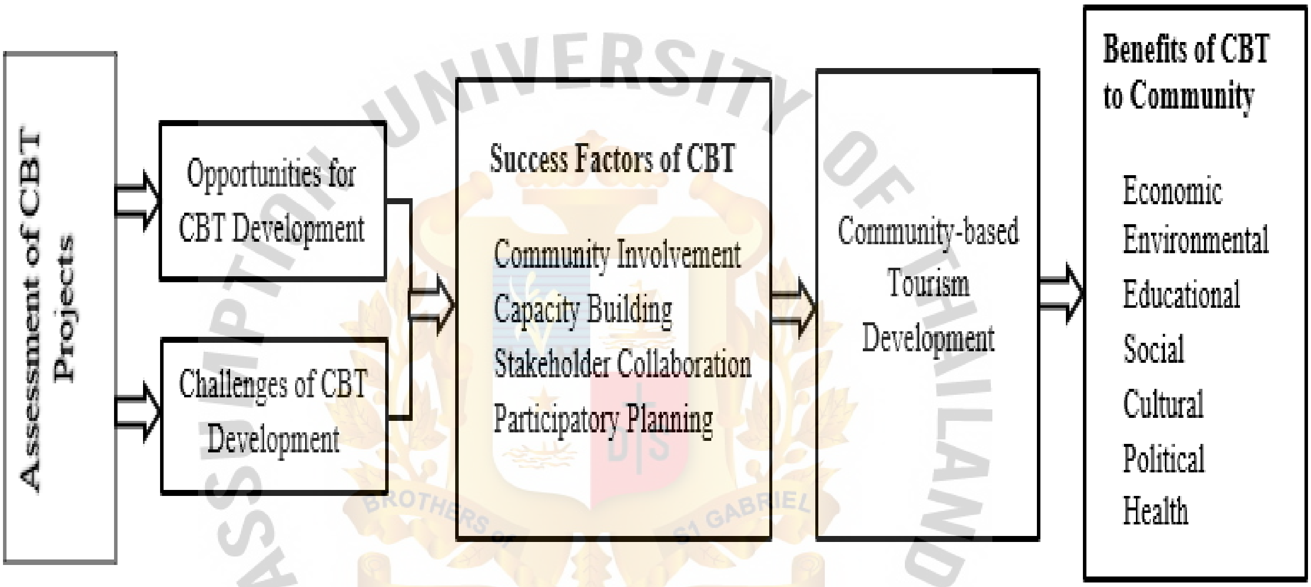
Through community participation in community tourism, CBT contributes to the development of community in a sustainable manner. CBT can also define as growth generator which supports local economic development, promotes the community participation, minimizes negative environmental impacts, conserves and develops the cultural heritages, and educates both visitors and locals (Asker, Boronyak, Carraard & Paddon, 2010). CBT can define as a tool for community development with poverty alleviation, cultural heritage and environment protection because it relies on the community resources itself (Suarsri, 2003). The development of CBT is grounded within the communities and creates employment opportunities for marginalized people including; individuals, groups, and local entrepreneurs, organizations and governments as well (Hatton, 1999). Moreover, a CBT strategy provides community development by maintaining the existing sociocultural practices and standards of life including environmental preservation with benefits accumulating to the community and it is being strengthened for natural and ecological protection, community development and poverty reduction (Novelli, 2016; Pookaiyaudom, 2013).

3.2 Conceptual Framework

The literature review of this study identified the interrelationship between community-based tourism and community development, the concepts of community-based tourism including goals, principles, challenges, opportunities and the benefits of CBT to the community such as economic, social, cultural, environmental, educational, political and health. The notions of community participation, community capacity building, stakeholder collaboration and community participatory planning are identified as the main pillars and success factors for CBT development although each community-based tourism may have different success factors.

The following conceptual framework (Figure – 3.1) is developed by the researcher based on the academic and theoretical literature discussed in Chapter 2 to analyze the operational challenges and opportunities of CBT development while applying CBT as community development tool. Since the implementation of CBT ventures in selected case study sites, there have been the opportunities and challenges for CBT development in achieving the benefits of CBT to the community and the evaluation of challenges and opportunities of CBT is important for the long-term sustainable development of CBT. Challenges are the factors that hinder the development of CBT while the opportunities are defined as the supporting factors for CBT development and the benefits encountered by the local community.

Figure 3.1: Proposed Conceptual Framework for Analyzing Challenges and Opportunities of Community-based Tourism Development


Assessment of CBT Projects
Opportunities for CBT Development
Challenges of CBT Development
Success Factors of CBT
Community Involvement
Capacity Building
Stakeholder Collaboration
Participatory Planning
Community-based Tourism Development
Benefits of CBT to Community
Economic
Environmental
Educational
Social
Cultural
Political
Health

Source: Developed by the researcher for this study from theoretical framework and literature review

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Community involvement in CBT is required because CBT centres on community resources and people, and the most participants in CBT ventures must be the community members while remaining major benefits to the community that will also make the willingness and motivation of the community to CBT. The capacity building of the community through trainings and education is necessary that will empower and improve tourism management skills of the community. The collaboration of stakeholders is also important in making effective marketing, better planning and development processes. Lack of stakeholder collaboration is also a significant factor in the unsuccessful development of CBT. Participatory planning means the participation of different stakeholder groups in the CBT planning, especially the community should be the main decision-makers, and major decisions should made by the agreement and acknowledgement of the community.

On the other hand, the lack and inadequate of those factors may be the challenges of CBT projects. Therefore, those factors play a big role either theoretically or research findings in CBT development and viewed as the essential criteria for CBT development and maximizing benefits to the community. The combination of existing opportunities for CBT and success factors will lead to the development of CBT and the growth of CBT will remains to the local community. Furthermore, the challenges of CBT could overcome through community participation, empowerment and capacity building, stakeholder collaboration and participation of different stakeholders in planning processes.

Based on the current study, it will only focus on the evaluation and analyzing of challenges that hinders the development of CBT and opportunities that supports for CBT development in the case of Taisun and Sorlong CBT villages in Chin State, Myanmar. The results from the responses will classified with themes and integrate to the text. This study will not emphasize on the perceived benefits of CBT and accordingly attempt to provide suggestions on what should be amended regarding to the challenges and opportunities of CBT in the selected sites.

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Chapter IV

Research Methodology

This chapter discusses the methodology procedures and research approaches - case study, qualitative research and research strategy applied in this study. Data collection procedure such as in-depth interviews, participant observation for primary data collection and secondary data collection methods are also discussed. This chapter further includes description of sampling procedure, and content analysis applied for data analysis. The profile of key informants is also illustrated in the last part of this chapter.

4.1 Research Approach

4.1.1 Case Study

This research applies the case study approach, by using qualitative method for data collection. “A case study allows investigators to focus on a “case” and retain a holistic and real-world perspective – such as in studying individual life cycles, small group behavior, organizational and managerial processes, neighborhood change, school performance, international relations, and the maturation of industries” (Yin, 2014, p. 4). Descriptive, explanatory and exploratory are the most common types of research methods employed in case study approach (Yin, 2014). The main purpose of case study is to investigate the actual situations of things or systems, typically organization, a family, a group, a community or participants in a project (Welman, Kruger & Kruger, 2001).

Case study is deemed the most appropriate method in investigating an area, where little is known or where the researcher wants to have a complete understanding of the phenomenon, organization, community or destination. This approach can discover the processes and phenomena in a very detailed and similarly or differently to the one studied under the investigation. There are also limitations and challenges in using case study

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approach, but the results from case studies are more generalized and theoretical, rather than statistically based (Flick, 2009; Kumar, 2011). For data collection, case study requires different methods for collecting evidences. For example, document analysis, field observations, structured or unstructured interviews, etc. are frequently used in case studies (Gray, 2004).

4.1.2 Qualitative Research

Qualitative research strategy was applied in this study through direct participant observation in the selected two case study areas and in-depth interviews with key informants from four government officials, four travel agents and operators, six community members and one national tour guide. Smith (2000) argued that qualitative methods are "concerned with how the world is viewed, experienced and constructed by social actors; providing access to the motives, aspirations and power relationships that account for how people, places and events are made and represented" (p. 661). The data from qualitative methods are rich and detailed contextual description of the phenomenon under investigation (Clifton & Handy, 2015). Focus group discussion (FGD), interviews, participant and non-participant observation, photo and video documentation and virtual ethnography are data collection techniques commonly applied in qualitative research (Ren, 2014).

Qualitative research methods become "popular within geography as the quantitative revolution gave away to more humanistic concerns" (Smith, 2000; p. 666), which emphasizes on "studying things in their natural setting, interpreting phenomena in terms of the meanings people bring to them, humanizing problems and gaining an 'emic' or insider's perspective." (Phillimore & Goodson, 2004; p. 4). Providing reliable and valuable information and knowledge in-depth is the advantage of using qualitative research strategy (Dann, Nash & Pearce, 1988). Qualitative methodology does not purse objectivity and generalizability, and

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sample size becomes irrelevant which attempts to receive responses from a small number of participants who can provide important and reliable information rather than to test hypothesis on a large statistically selected sample (Slevitch, 2011).

4.2 Research Strategy

For this case study, Sorlong and Taisun CBT villages in Chin State were chosen as the case study areas. The researcher chose a descriptive research strategy to explore the operational challenges and opportunities for CBT development in supporting community development and to provide recommendations for CBT development in case study sites. Before conducting the actual data collection, a pilot study was conducted during the first and second week of January 2018. Ten in-depth interviews (telephone interviews, informal discussion and interviews with unstructured interviews) were conducted with the local leaders, government officials, tour operators and travel agents. Based on the unstructured interviews and self-observation, the researcher observed new insights and issues which help to develop the interview guidelines and the research questionnaires. Moreover, the researcher became more familiar with the local communities and rich empathies on the real situations of the case study areas and the operation and promotion of CBT ventures through direct participation and personal experiences.

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4.3 Data Collection Procedure

4.3.1 Primary Research Methods for Data Collection

The primary data was collected through participant observation (visiting and staying in two research villages like visitor) and 15 in-depth interviews based on semi-structured questionnaires to key informants from various stakeholders such as six local community members, four government officers, four tour operators and agents, and one national guide etc., based on qualitative research to assess views of the stakeholders and the actual situations of CBT in Sorlong and Taisun villages. Only 15 informants were chosen from these two villages, government office and travel companies as convenience sample because of the reliability of data and they can provide appropriate responses from the interview questions. The researcher chose interview method because it provided in-depth information from the interviewees and they can express openly the actual things in detailed. The interviews were recorded digitally and made field notes.

4.3.1.1 In-depth Interview

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In-depth or unstructured interviews are the most commonly used in qualitative method for data collection, however, there are some requirements to conduct in-depth interviews such as; listening skill to hear, digest and comprehend the participants' answer, creative thinking with clear and logical mind to be able to catch the main points and to formulate questions, and a good memory to make a mental note and to seek further clarification or elaboration depending on the previous points. (Legard, Keegan & Ward, 2003). The interviews were conducted from the informants such as six local community members who directly or indirectly participate in community-based tourism committee and CBT ventures or activities in selected two study sites, four tour operators and agencies, four government officials and one national tour guide, which supported to gather more specific information on CBT, but the interview was opened for all. The interviews normally took between 45 minutes and 1hour and 20 minutes.

The interview questions mostly focused on the most challenging factors at operational level and development of CBT, the opportunities for CBT development, and the current situation of CBT in two selected sites. The responses of the interviewees were recorded using digital recorder and interview notes were made, and which were transcribed and reviewed for the incidents of the themes with coding system. Semi-structured interview protocol was formulated to be more effective and made possible to discuss the real situation in-depth and to fortify the confidence in the findings (See Table – 4.1). Based on the semi-structured interview protocol, probing questions were also applied to clarify the concepts and ideas, and to identify the main themes and contents. Several questions were formulated and rephrased in the field depending on the interview situations. Furthermore, informal interviews and conservations to local communities were conducted as appropriate. The Burmese language was used as the medium for communication and the local dialects were also used depending on the interviewees' language preferences.

Table 4.1: Semi-structured Interview Protocol

Research Questions	Research Objectives	Interviews Questions
RQ 1 What is the potential of CBT in Chin State, Myanmar?	To examine the possibilities of CBT in Sor Long and Taisun in Chin State, Myanmar	-What are the specific and general objectives towards implementation of CBT? -What special policies and planning exist for CBT? -Who are the major stakeholders in CBT management? -How do the local communities participate in CBT? -What kinds of benefits have been perceived through CBT?
RQ 2 What are the challenges of developing CBT in Chin State, Myanmar?	To assess the challenges for CBT development in Sor Long and Taisun in Chin State, Myanmar	-What are the major constraints regarding to CBT development? -What are the necessary challenges required to solve at short-term and long-term for the development of CBT? -What kinds of plans and strategies are developed to solve those challenges?
RQ 3 What are the opportunities for the successful development of CBT in Chin State, Myanmar?	To assess the opportunities for CBT development and community development Sor Long and Taisun in Chin State, Myanmar	-What kinds of special opportunities exist for CBT development in Chin State? -What special chances are existed for the socioeconomic development and environmental conservation of the local community? -What opportunities are existed for the locals and their community development after implementation of CBT?

4.3.1.2 Participant Observation

Participant observation was the main instrument to observe the actual situations of the study areas and to understand the daily life and activities of the local people. Participant observation refers to which the researcher "participates in the daily life of the people under study, observing things that happen, listening to what is said, and questioning people, over some length of time" (Becker & Geer, 1970; as cited in Baker, 2006, p. 173). Gold (1958) developed three typologies of participant observer roles namely; the complete participant, the participant as observer, the observer as participant and the complete observer. According to Jorgensen (1989) argued that "the potential for misunderstanding and inaccurate observation increases, when the researcher remains aloof and distanced, physically and socially, from the subject of the study. Participation reduces the possibility of inaccurate observation because the researcher gains through subjective involvement, direct access to what people think, do and feel, form multiple perspectives" (p. 56). In addition, "participant observation provides unusual opportunities for collecting data in case study" (Yin, 2014, p. 116).

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Participant observation was conducted two times to gain in-depth understanding on the attitudes of the local community and the operation of CBT, and the validation of research findings and results. The first observation was during pilot study on 04 and 05 January 2018 in Sor Long village and Taisun village on 12 January 2018. The second fieldtrip was conducted again on 04 and 05 May 2018 in Sor Long and on 04 and 05 June in Taisun village. The researcher stayed in the two villages, conducted informal discussions with the locals and participated in their daily life like a visitor, which provided the researcher the rich empathy on the local culture, locals' interaction to visitors, the development of the communities and the operation system of CBT ventures. Through direct participation and interaction with the local community members in the two case study areas, the researcher had better chances and opportunities to investigate the potential tourism resources in the study sites, the main operational challenges and opportunities for the development of CBT at pre-development stage.

4.3.1.3 Secondary Research Methods for Data Collection

Apart from in-depth interviews and participant observations, secondary data was applied from any available sources from local government and ministry of hotels and tourism such as various (bulletins, booklets, pamphlets, reports, documents, statistics, ordinances, development laws, plans on tourism), and media source from newspaper, internet, travel blogs, travel commentaries, local tourist owners, private agencies or organizations, local journalists, intellectuals, etc. about the area under this study. Through applying secondary data, the researcher saved time, money and effort to data for their related topics without worrying any technical problems, and which may be more reliable rather than personal findings, For example - data from government agencies (Smith, 2017). Similarly, Lewis (2003) stated that secondary data provides more valuable resources and an opportunity to bring a new perspective to existing data, but the quality and relevance of data must be considered.

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4.4 Sampling Procedure

The research findings depend on the sampling procedures, and the research strategy is based on the sampling process of the study, the study of total population is impossible and impracticable, and sample must be therefore formed (Singh, 2006). Purposive sampling methods seems to be the most convenient and appropriate sampling in this study because tourism is the new concept for the Chin people and there are limited number of people who can discuss and contribute reliable and feasible responses from the interviewees. Thus, purposive sampling method was selected to apply to easily matching with the objectives of this study and this method is also widely used in qualitative research. Kumar (2011) stated that purposive, judgmental or information-oriented sampling techniques are commonly used in case study approach.

The application of purposive sampling method is depended on the researcher's decision to choose the people who can provide the most reliable and valuable information to meet the research objectives. Hence, the researcher went to those people who were likely able to provide the required information and willing to share. Purposive sampling is very useful in constructing a historical reality, describing phenomenon or developing something about which is little known (Kumar, 2011). The researcher identified and selected key informants who could provide more reliable and feasible information, and who were directly or indirectly involved in CBT projects. The researcher kept interviewing the informants in the research areas until the adequate information related to the study objectives was received from the informants, and the researcher stopped interviewing with 15 informants.

4.5 Data Analysis Procedure

Content analysis was applied in this case study research to analyze data from respondents. In qualitative research, content analysis is one of the most useful techniques and widely applied in qualitative data analysis because it is highly cost-effective (Gray, 2004). "Content analysis means analyzing the contents of interviews or observational field notes to identify the main themes that emerge from the responses given by the respondents or the observation notes made by the researcher" (Kumar, 2011, p. 227), and "content analysis involves the process of breaking data down into smaller units to reveal their characteristic elements and structure" (Dey, 1993; as cited in Gray, 2004, p. 327).

There are commonly four steps in content analysis; "identifying the main themes, assigning codes to the main themes, classifying responses under the main themes, and integrating themes and responding to the text" (Kumar, 2011, p. 318). On the other hand, Gray (2004) distinguished three steps in the analysis process;

- "Summarizing content analysis; paraphrases the materials with similar paraphrases and removes less relevant passages
- Explicating content analysis; clarifies ambiguous or contradictory passages by introducing context material in the analysis. Through this process a clarifying paraphrase is formulated and tested.
- Structuring content analysis; seeks to identify types of formal structures in the materials, and the analysis might extricate key features in the material and describe them in more detail" (p. 328-329).

"Content analysis allows the researcher to process as data texts that are significant, meaningful, informative, and even representational to others" (Krippendorff, 2013, p. 46). This study explores the main operational challenges and identified the potential opportunities for CBT development from the respondents and participant observation. Themes were developed through content analysis from the results of the respondents and participant observation.

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4.6 Profile of Key Informants

This research study used in-depth interview adapting semi-structured interview questionnaires to analyze the challenges and opportunities for CBT development in Sor Long and Taisun Village in Chin State, Myanmar. Totally, 15 informants (10 male and 5 female) were interviewed such as four state government officials from department of hotels and tourism, two managing directors from travel agencies, one manager and one accountant from Sor Long CBT, one clerk from Sor Long CBT, one national guide and three community members from Sor Long and two from Taisun village.

Table 4.2 Profiles of Key Informants

Informant	Name	Gender	Occupation
1	Aung Phyo	Male	Deputy Director of the Chin State's Tourism Department
2	Aung Soe	Male	Managing Director (Forever Top Travel & Tour Co. Ltd.,)
3	Ngun Za Hmung	Male	Managing Director (The Backyard Travel & Tours)
4	Zin Mar	Female	Manager at Sor Long CBT
5	Tin Zar New	Female	Clerk at Forever Top Travel & Tour
6	Shin Thar Ling	Female	Community Resident (Sor Long)
7	Yar Thar Ling	Female	Accountant at Sor Long CBT
8	Dal Za Kham	Male	Assistant Director (Chin State Hotels and Tourism Department)
9	Ni Hmung	Male	Clerk at Chin State Hotels and Tourism Department
10	Ling Mana (1)	Male	Head of Village (Sor Long)
11	Ling Mana (2)	Male	Chairman at Sor Long CBT Committee
12	Ha Khie Shine	Male	National Guide
13	Yaung Nge	Female	Assistant Clerk at Chin State Hotels and Tourism Department
14	Ngun Hre	Male	Chairman at Taisun CBT Committee
15	Roland	Male	Chief of Taisun Village

Chapter V

Presentation of Data and Critical Discussion of Results

This chapter presents data analysis, critical discussion and the result explanation based on participant observation and 15 in-depth interviews from key informants. The interviews were digitally recorded; interview's notes and field notes were made. The data were transcribed for analysis and content analysis method was applied for analyzing the results of the conversations and field observation in this case study research.

Firstly, the common and main themes from the transcribed conversations and observational field notes were classified under the two main topic challenges and opportunities (See: Appendix C, Table A). Secondly, the codes were highlighted with different colors under similar topic and assigned to the main themes as appropriate for the reliability of the themes and removed less relevant passages. At this stage, cross-tabulation tables for challenges and opportunities for CBT development were developed to calculate the frequency rate of the respondents (See – Appendix C, Table A, B.1 & B.2). Thirdly, the responses from the interviewees and sub themes were classified under the main themes as suitable using the best fitting name for the cluster of the topics. The most significant factors and high rate of frequency are coded as the main themes and low rate of frequency are coded as sub-themes under the main themes (See: Appendix C, Table C). Finally, the themes and responses were written up into text.

The results of the research findings are discussed into three main parts, concerning to the research objectives - current situations of CBT in Sor Long and Taisun villages, challenges of CBT development and opportunities for CBT development and themes are classified under the above three main parts.

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Table: 5.1 Main Themes and Sub-themes that describes the current situation of CBT in Sorlong & Taisun villages

Challenges		**Opportunities**	
Theme	**Sub-theme**	**Theme**	**Sub-theme**
Lack of Knowledge & Awareness	No interest on CBT projects Difficult to understand CBT concepts	Hospitality of Host Community	Satisfaction of Guest Friendliness of host community
Lack of Capacity & Human Resource	Inadequate trainings Technical & operational capacity Poor marketing	Varieties of Potential Resources for CBT	Natural resources Cultural resources Historical heritages Local food & beverage
Poor Infrastructure Development	Poor Transportation Long Journey Safety & Security Issues Seasonality	High Willingness & Strong Community Participation	Positive attitudes to CBT Community has voice & say Main decisions by locals Increase income for all locals Raise community fund
Inadequate Fund & Budget	Limited tourism activities Poor accommodation & services	Basic Infrastructure Development	Transportation system Electricity Water Healthcare facilities
Low Quality of CBT Products & Services	High price and poor services Sanitation & quality of food		
Lack of Transparent & Legal Policies & Legislations	No statistic documents No policies on benefit sharing, environment conservation, etc.		

Source: Developed by the researcher for this study

5.1 Current Situations of Community-based Tourism in Sor Long and Taisun villages

With the emergence of new democratic government in Myanmar, the closed-door political system was reopened, foreign relations were increased in many sectors and tourism became the important economic sector for generating foreign revenues and benefiting the local communities, especially CBT projects were initiated within the 100 Days National

Action Program, mainly for people who are living in urban and rural areas. CBT projected across the country were promoted with the understandings between the local communities, governments, NGOs, INGOs, tour operators and travel agencies without proper policies and legislations. In one of the remotest and least developed regions in Myanmar, known as Chin State, CBT initiatives were implemented in Sor Long and Taisun villages for the socioeconomic development of the indigenous people. Like other regions in Myanmar, CBT ventures were run with the corporation of local community and travel companies.

Before the implementation of CBT projects, field observations were conducted by an international organization called Action Aid Myanmar with The Backyard Travel & Tours Co., Ltd. and Forever Top Travel & Tours Co., Ltd, and basic trainings on tourism specifically CBT was provided to the local communities. During the first fieldtrip and second fieldtrip conducted by the researcher, the local community, travel companies and the state government officials were trying to promote CBT projects through developing infrastructures, tourism activities and products to attract more visitors and generate income for the local communities. The numbers of both tourists and local visitors were very low in both destinations compared to other CBT destinations in Myanmar due to poor transportation systems, poor marketing linkages, limited tourism activities, etc. During the second field trip in May and June 2018, the researcher observed that the infrastructure development has been mainly promoted by the government for a better accessibility of the CBT destinations.

The operation systems of CBT ventures were similarly organized. Community-based Tourism Committees were composed of the local people, and the local people are divided into 5 to 6 groups with 4 or 5 group members to perform different tasks of CBT projects in different sectors such as reception, housekeeping, cook, cultural shows and arts, guides, etc. Furthermore, the Cultural Committees were founded by the local people from these two villages to conserve and promote local cultures as well as tourism activities. Hence, culture is the main attraction in these CBT projects and visitors can also explore traditional weaving, local foods and beverages, and hiking and trekking around the villages at the same time. Through the community participation in CBT projects and activities, the local people could earn extra money even though the benefit was not significant. As the local community could not perform marketing for their CBT products and activities, marketing was only performed by travel companies, and most CBT products are sold with other site packages due to limited activities in CBT destinations.

CBT project in Sor Long is currently closed for the maintenance and renovation of community lodges during rainy season from 2018 May to September and visitors are not accepted. Meanwhile, the local communities are prepared to learn production of handicrafts, and other trainings related to tourism and hospitality will be provided to the locals to enhance the capabilities, confidence and knowledge of the local community. During the first fieldtrip to Sor Long in December 2017, the electricity was not available, however, the electricity has been accessing to the village from Kampalet Town which is 3 miles from the village during the second visit in May 2018 and the local people hope to be able to use electricity as their main source of fuel for cooking and light before the end of 2018.

During the first visit to Taisun village on the first week of January 2018, the community lodges were not available, and the visitors were hosted by some of the local families at their homes. Only CBT Committee and Culture Committee were established, and the community members were not divided into groups and provided respective tasks for serving and taking care of the visitors which indicated that the communities were not ready to manage CBT project. The second visit in June 2018, the local people were building museum called Con Bik Museum to attract the visitors and to collect the traditional and cultural costumes and materials for the conservation and promotion of the local culture. With the implementation of CBT project in this village, the state government supported accessing water to the village and now villagers can use water sufficiently, and the electricity has been available for 24 hours through government support which are the significant benefits of the existing CBT in this village.

Generally, the local people were satisfied with CBT projects in their villages and happy with the interactions of visitors which were the positive attitudes of the community and opportunity for CBT development. They also had high expectations on CBT for generating their socioeconomic and community development. Moreover, the local community were main decision makers, and travel companies and government could not run CBT projects in these CBT sites and make any decisions without the acknowledgement, agreement and involvement of the community which showed that CBT was implemented using bottom-up or grassroot approach, and accordingly to the concept of CBT. However, lack of proper policies on the management of CBT projects, benefit sharing, environmental conservation, etc., were the significant obstacles for developing CBT in Sor Long and Taisun villages.

Based on the participant observations and interviews with key informants and CBT participants, the CBT projects in Sor Long and Taisun villages in Chin State have a lot of potentials to be success in the foreseeable future and bring benefits to the local people if CBT could be managed with proper policy and planning, collaboration of stakeholders, and high community participation. Mainly government and other stakeholders' supports activities such as trainings and capacity buildings, drawing up policies and planning, finical aids, and infrastructure development are primarily required and that will be the most effective approaches in promoting CBT ventures in Chin State.

5.2 Challenges for Community-based Tourism in Sor Long and Taisun Villages

5.2.1 Lack of Awareness and Knowledge

Low levels of understating and knowledge on tourism especially on CBT among the local people was the most significant challenge in developing CBT initiatives which resulted lack of interests and understandings towards CBT due to low level of education and inadequate information on tourism and tourism itself was a new concept for the local community in Chin State, Myanmar. The local people had difficulties to understand the core objectives and concepts on provided educational trainings and programs by the travel companies, and they had doubt on how CBT will benefit their community. The need of awareness and knowledge stated by the informant who is managing director at The Backyard Travel and Tours Co., Ltd. as:

> "… The local people do not have knowledge on tourism and they have difficulties to understand the concept of tourism and effects of tourism, and they do not know how tourism will benefit their community. Moreover, they do not have any idea and they cannot think to attract more visitors through developing tourism activities and destinations, and they are being bored to make souvenirs even their village was being popular in making handicrafts which is also attraction for visitors. We need to provide and share more knowledge and trainings to the local community to improving their awareness and capabilities for CBT development …" (Informant 3)

In general, lack of basic knowledge about the concept, value, and benefit on tourism and particularly crucial knowledge on CBT were visible challenges in two study sites even though some basic trainings on tourism and tourism related services are provided to the local community before the implementation of CBT projects. Most committee members from the local people could not participate in the interviews and discuss with the researcher, they could not express their perceptions and understandings on CBT, their responsibilities on CBT projects and how CBT will benefit and affect their communities. Deputy Director of State Tourism Department also mentioned the requirement of knowledge and awareness for CBT projects in Chin State as follow;

> "… For CBT development in Chin State, well understanding of the basic principles of CBT and providing basic trainings and workshops to the local community to increase their awareness, knowledge, confidence, and capabilities for promoting CBT projects and providing better services to the customers …" (Informant 1)

Clear understanding of the concept of CBT and experiences from CBT are required to CBT development that will motivate the willingness of the community participation in CBT activities and projects. However, there may not be a problem in the future that the State Government and travel companies are trying to provide more trainings and capacity building workshops to improve their awareness and knowledge on tourism.

5.2.2 Low Capacity of the Community

Related to lack of awareness and knowledge, another obvious challenge is that the local communities have deficiencies on operational capacities and skills on tourism-related businesses and activities, and well-trained and experienced people are necessary for CBT development. The reason behind is that the community participants in CBT do not receive adequate training and they had limited chances to improve their capabilities through trainings, courses, and workshops compared to other regions in Myanmar, as those kinds of trainings are not available in Chin State and they have no time and income to attend in other parts of Myanmar. Since the beginning of CBT projects in Chin State, The State Government and The Ministry of Hotels and Tourism did not support any trainings, the private tour companies provide several workshops to increase knowledge and awareness of the

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community members. Training provided by travel companies and INGOs were not adequate for building the community capacity to manage and run CBT ventures by the community themselves which also hinder the development of CBT and the local community needs more experiences on tourism.

Technical and operational capacity of CBT participants in operations are another obstacle. The community also lack expertise, skills, resources and networks to attract huge numbers of tourists and to make effective marketing, hence, marketing is performed only by travel companies. According to the manager from Sor Long CBT,

> "… Lack of capacity is also challenge for CBT development and the community members are sometimes afraid to serve the visitors and they do not have confidence because CBT is the new concept for them and they do not have enough experiences and knowledge on tourism. For example, Marketing is a significant challenge for the local community because the locals could not make themselves and enough capacity to handle websites; they cannot update the conditions of their villages through websites so that the main marketing must be performed by our company from Yangon. So, we mostly sell our products as package tours combined with other destinations and sites around this village …" (Informant 4)

Lack of education and capacity may jeopardize the growth and sustainability of CBT projects in Chin State. Trainings and workshops will be the most effective way to improve the capabilities of the community and achieving the sustainability and growth of the CBT projects. Trainings and supports may include basic computer proficiency, customers service techniques in tourism, reception, tour guiding, housekeeping, basic English Conversation, first aid, financial management, hygiene and sanitation, etc., which should be performed by either the government or travel companies or NGOs and INGOs.

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5.2.3 Poor Infrastructure Development

Accessibility to destinations is one of the most predominant factors in developing tourism industry and attracting visitors. As Chin State is a hilly and peripheral region and the second poorest state in Myanmar, the road and transportation systems across the whole State are totally poor and undeveloped compared to other parts of Myanmar, and landslide has occurred during rainy seasons yearly. This is one of the biggest challenging problems for developing tourism industry in Chin State, and additionally there is no airport in Chin State. Only bus and car services are available for transportation, public transportation systems are poor, and the journey takes long hours than normal drives, especially in rainy season. According to the Informant 3,

> "… as Chin State is poor in infrastructure development due to its remoteness, driving hour is too long while travelling in Chin State. So, there are very few numbers of visitors to Chin State and car rental services are very expensive with poor services compared to other regions in Myanmar which is one factor that affects the development of tourism in Chin State. If the Surbung Airport near Falam can open within a few year and other transportation services are improved, travelling to Chin State will be much easier than the previous times and we hope to attract more visitors to Chin State in the future. If government can support us in infrastructure development sector, we hope that we could develop tourism industry in Chin State. Now we can only sell our CBT products as package tours…". (Informant 3)

Related to poor infrastructure development, seasonality is another challenge for CBT development in Chin State. Heavy rain and strong wind may occur unexpectedly, so it is difficult to access the CBT sites. The rainy season from June to September is also low season in Myanmar and numbers of visitors are significantly lower than other seasons across the country. The experience from Sor Long CBT indicated that there were no visitors during rainy season, the local people were busy with their normal work and routine and the locals could not receive benefits from CBT. The informant from Sor Long CBT mentioned the difficulties to access CBT sites as;

> "… Transportation is the main challenge for attracting visitors to this village, especially there were no visitors during raining season from June to September. So, we have nothing to do here. It is also very difficult to access with Kampalet although it is only 3 miles from here. In addition, there is no safety and security for visitors and healthcare facilities are also limited…" (Informant 4)

Infrastructure development is particularly required for CBT development and better accessibility to the destinations which should be enhanced by the state government, and CBT will not develop without infrastructure development even there are varieties of natural and cultural resources. The better accessibility of the destinations will make the destination more attractive and well-known, and the numbers of visitors will increase.

5.2.4 Inadequate Fund and Budget

Lack of financial support and fund is the prevalent factor in the development of community-based tourism in many destinations because most of the CBT sites are found in peripheral and remote areas and many CBT destinations were unsuccessful due to lack of financial availability for CBT projects. Similarly, in these study sites, lack of financial supports and inadequate budget for CBT initiatives is additional factor that hinders CBT development, promotion of tourism activities and tourism products. The CBT projects were initiated by the community resources and fund of travel companies which is not adequate for development of CBT projects. The chairman of CBT committee from Taisun village expressed availability of funds for CBT projects as follow;

> "… We have a lot of potentials for tourism development in this village, but we don't have enough fund to develop which is the main challenge for us in developing CBT. Around this village, there are many historical places to develop as tourist destination sites and many activities such as hiking, trekking, weaving, and handicrafts making, exploring and participating in local cultural shows and arts that will attract more visitors to our village. If we have adequate fund, I hope that we will be able to develop tourism activities, CBT products and services soon …" (Informant 14)

The interviews from other informants revealed that the community did not receive any financial support for CBT projects from either the government or NGOs, and they just develop and run CBT initiatives and tourism activities through corporation with travel companies and using natural and cultural resources and the human capacity of local community. The chief of Taisun Village stated that;

> "… we are currently building Con Bik museum to maintain our cultures and to show the visitors through collecting our traditional materials, handicrafts, costumes, etc., but we do not have sufficient fund and stop our construction although we could finish this time. The problem is that we do not receive any financial support or aid for CBT project from the government and NGOs or INGOs as well …" (Informant 15)

Attributable to lack of fund for CBT projects, activities for tourists are very limited and culture is the only main attractions and activities for visitors in these two selected CBT sites. Consequently, visitors can explore the village and participate in all cultural activities within half day tour and participate in some cultural and traditional activities, and most visitors were not staying at night and they get back to the city because the two CBT sites are not far from the cities. As the visitors are getting back after spending half day on the villages, the community could not earn extra money from accommodations and foods and beverages.

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Possessing adequate fund is extremely important for the development of tourism activities and attracting more visitors in this study sites.

5.2.5 Low Quality of CBT Products and Services

The development of the tourism industry is highly dependent on the availability and capability of services and quality of products, and the satisfaction of customers is mainly measured by the services and products quality. Overall, the quality of products and services required to improve for CBT development in these tow CBT sites and the products and services are poor compared to other CBT sites in Myanmar. The accommodations need to be cleaner and comfortable and attractive for the customers whether the accommodations are built with the local traditional households or modern household style in Chin State. According to the perspective of some community members, the prices of accommodations seem too expensive for most local visitors around 30 dollars per day, but it approximately costs between 50 and 60 dollars for tourists inclusively. Another problem for the visitors is that the community must provide homestay when the community lodges are not enough for the visitors. Sometimes, most visitors do not stay at the community lodges although they participate in culture shows or arts, and they get back to the city because the hostels and guest houses are cheaper than CBT sites. The assistant director of state hotels and tourism department mentioned regarding to the prices and quality of hotels in CBT destinations as;

> "… as you know, the price of the hotels and accommodations are higher than other regions in Myanmar, and which is also another challenge of tourism development in Chin State. Although we pay the same price for hostels, we could not get the same services in Chin State, especially in the CBT sites the accommodation fees are higher than the cities and there are more availability and choice in the cities. Hence, the quality of the accommodations is also required to improved, and the price should be competed with other regions …" (Informant 8)

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The quality of food and beverages requires more hygiene and further improvement for the visitors because the local foods are only available at CBT destinations. The local foods and beverages may be authentic for the visitors, but the service and the food require more sanitation and the local people should develop their traditional food with new idea to be more attractive. One of the informants revealed his opinion on the quality of local food and beverage as follow:

> "… Foods are not enough hygiene and menus are very limited and only traditional foods are available. If the visitors want to try our traditional food, the community does not prepare well, and we cannot provide them with a good quality. We need to improve our traditional food and beverage with more hygiene and attractive and good services that will be also attraction for the visitors …" (Informant 3)

The transportation systems are not convenient and comfortable for the long journeys and public transportation systems are poor, which means the availability of public transport is inadequate and the prices are higher compared to other regions in Myanmar. In addition, car rental services provided by the local people are too much expensive with poor services so that most travel agents hire cars from outside Chin State that are cheaper with better services. Thus, the local people may not benefit from transportation services in the future even if the numbers of tourists increases. Briefly, the products, services, and prices must compete with other CBT destinations and improvements are required to CBT development in those selected study sites.

5.2.6 Lack of Transparent and Legal Plans and Policies

As community-based tourism projects across Myanmar were introduced without proper planning and policy by either the Ministry of Hotels and Tourism or State Tourism Departments, the government did not develop any documents related to policy and planning on CBT such as how CBT should be driven or regulated, the participation of local community in CBT initiatives, the role of tour operators and agencies, products development and benefits sharing, environmental conservation, etc. Without clear policy and planning on CBT, CBT may develop negatively, and only elite groups or stakeholders may benefit from CBT instead of the local community. The business owners and private companies are afraid to invest on CBT projects due to lack of policy on CBT and benefit sharing. CBT in these case study areas were run through the understanding and agreement between the local communities and travel companies with government acknowledgement. According to the Deputy Director of Chin State Tourism Department;

> "… Concerning the policy and planning for CBT projects, the Ministry of Hotels and Tourism developed the first three years project planning and policy for CBT in Myanmar. Now, the first draft on policy and planning of CBT for Myanmar was already drawn which is based on ASEAN Community-based Tourism Standard and the first three years CBT project policy, and the second draft will be improved and endorsed soon …" (Informant 1)

Although the national policy, strategy, and planning of Myanmar CBT could be finish soon, it could be also another challenge for CBT projects in Chin State because the geographical locations and local cultures from different states in Myanmar are totally different, and it is not sure that how much national policy and planning would be effective and suitable to the development of CBT in Chin State based on the resources and cultures of local communities. It is evident that the demand on policy and planning are required for CBT development in Chin State. On the other hand, lack of policy and planning may be a chance to participate the local communities and other stakeholders to express their opinion and have voice in planning and policy-making processes, particularly for Chin State or one CBT site in Chin State. For the growth and enhancement of CBT ventures in Chin State, the government

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should develop and draw appropriate and effective policy and planning based on the local cultures and resources and the corporation with other stakeholders.

5.3 Potential Opportunities for CBT Development in Sor Long and Taisun Villages

5.3.1 Hospitality of Host Community

Hospitality and friendliness of the Chin People are part of the culture of Chin People since ancient times. For centuries, Chin People travelled by foot and there were no hotels, guest houses, etc., at that time periods, and travelers or visitors were hosted by their relatives or friends through providing free meals, foods, firewood, and beds, etc., which indicates that the Chin People are sociable and generous to their guests. Even strangers were warmly welcomed by the host families and sometimes the host families provided their best foods and meals to the visitors and they hosted their guests well as much as they could. It is obvious that Chin People are friendly and hospitable to their guests, and they are still welcoming the visitors especially people from the villagers as there are not still guest houses and hostels in the villages. Nowadays, most people are still willing to stay at their relatives' houses or friends; during their visits although hostels and guest houses are available and developed in the cities and which becomes mainly for the business travelers, visitors from other parts of Myanmar and foreigners.

This lovely tradition of the Chin People, the hospitality and the tourism industry are suitable for the Chin People and their economic opportunities and development combination with the existing cultures and sharing tourism knowledge to the local community because they were totally friendly and happy with the interaction of the visitors and coming tourists to their villages. As hospitality of local communities are part of tourism products, the locals welcomed both domestic and foreigner visitors in a hospitable manner without discrimination between foreigners and local visitors. One of the community residents expressed her feelings and happiness over the visitors as;

> "... All the villagers are happy and satisfied with visitors for their visits, they want more tourists to visit us. There is no conflict and misunderstanding over the local and international visitors, and we treat them equally. We also believe that our economic opportunities and our knowledge on tourism will be increased if the numbers of visitors will increase in the near feature …" (Informant 6)

While Anti-tourism or Anti-tourist has been found in many developed countries and popular destinations due to rapid and high growth of tourism and local communities are dissatisfied with the development of tourism in their regions, the local people from these study sites are satisfied with visitors and the development processes of CBT which is the obvious opportunity for CBT development. During the field observation, the researcher was treated well through providing meals, drinks, seasonal fruits by the local community and they participated and discussed in the interviews as much as they could even they had little knowledge on tourism. Additionally, the locals showed patiently the activities and sites what they have for visitors, gave their times freely, and they were satisfied and supportive to the research conducted by the researcher.

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5.3.2 High Willingness and Strong Community Participation to CBT

Without the willingness, support and participation of the local community, it will not possible to develop tourism industry especially in community-based projects and CBT as those kinds of projects are founded on the community resources and people. During the field observation, the researcher well observed that the community members have positive attitudes to CBT and they are extremely hospitable to the visitors and really satisfied with the interactions of visitors, and they showed their feelings, enthusiasms and motivations on how much they want to participate in CBT projects. They also had high expectation from CBT for their economic development and community development through their involvement in CBT projects and activities. Not only the participants from CBT projects, but also women and young people could involve in CBT ventures through participating in the provision of accommodation services; cultural performances – arts, dances, festival, visual arts; cooking and supporting agricultural products – vegetable, crop products, meals; providing tour services, etc. The locals could personally earn extra income directly from CBT activities and community fund as indirectly as well. The informant who worked as accountant illustrated her feelings on her work, and willingness of the community and the benefits of CBT for the local people as;

> "… the local people are participated in cooking and dancing, and they can directly earn money from that. The local people have also more chances to sell their agricultural products indirectly for visitors since CBT was implemented. Even the local people could not sell their traditional products such as costumes, souvenirs directly to the visitors, the visitors sometimes buy the local products which become as extra money for the locals …" (Informant 7)

Through participating in Cultural Committee and other CBT activities, the local people could work collectively and corporately which increased the unity and strength of the community and the capacities of the community members. They also believed that CBT will be the potential source of employment and income generators through their participation. Most CBT participants were from the community members, and CBT was implemented with the agreement of locals and community members and CBT could not run without the willingness and agreement of the community. Therefore, the community are decision-makers which is also the best armament for the success and development of CBT. The informant said his opinion as;

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> "… Before the implementation of CBT, field observation was conducted in our village by forever top travel & tour Co. Ltd., and other NGO, however, CBT venture could not be run without the agreement and from the local communities because we got experiences from previous NGOs who did not work for the development of our community and they just run some projects for their benefits. Therefore, some villagers did not agree at the beginning on CBT ventures, but they agree later, and CBT was initiated…" (Informant 10)

As CBT projects were based on the local resources and capacity of the community members, the local were the decision-makers and participated happily at CBT ventures and cultural activities. Strong community participation in these CBT sites indicates that the main actors are the local community and most benefits seem to remain within the hand of local people.

5.3.3 Varieties of Potential Resources for CBT Development

The resources and attractions are one the most important components of tourism products which are also vital to conserve and protect while promoting for tourist activities and destinations with the raise and popularity of high awareness on sustainable tourism development. The households from two community villages are still building in ancient traditional styles and people are living in the traditional ways of life, hence, visitors can observe the traditional houses of Chin people and the way they were living. With the implementation of CBT projects, Culture Committees were established which is not only the protection of local cultures, but also the promotion of culture for tourist activities that can also prevent the influences of other cultures. Hence, the visitors can explore the local cultures, living styles and traditional households of the Chin People, and one of the informants stated his opinion on the promotion of CBT and local cultures as;

> “… the local households are still in the traditional ways and the village and its surrounds has historical and ritual sites which can promote as tourism sites, but we need to conduct more research. With the development of CBT in this village, we can preserve our culture by participating in traditional dances and festivals that will be acknowledged by the others which leads to the revival of our cultures. The local people performed to the visitors and the visitors also enjoy such traditional arts and shows. Most young people can also dance and sing our songs and dances compared to other regions in Myanmar which is also the benefits of CBT …” (Informant 3)

In addition, the villages and its surroundings have plenty of historical sites, religious practices, natural resources for promoting tourist activities and sightseeing which could be also developed and promoted by other stakeholders such as business owners, private companies, etc., and the benefits will be for both the investors and the local communities. The wider opportunities and chances for the investors and greater job opportunities for the local communities will be also increased. Promoting tourist activities could also a better chance for the conservation of natural resources and ecosystem through conservation-based activities such as planting, forest restoration and visitors could feel the important and value of nature by exploring the nature and breathtaking sceneries with its natural forests. At the same time, community-based ecotourism could be developed with CBT, and the local community could aware the important of environmental protection and natural resources for the sustainable development through participating in CBT ventures.

Moreover, the local traditional foods and beverages could be promoted as tourism products for the authenticity of tourism in Chin State or gastronomic tourism, and activities by participating and exploring in cooking and producing processes. For those kinds of activities, the community can also provide homestay to the visitors and the visitors will also have better chance to explore the livelihoods of the local people.

5.3.4 Basic Infrastructure Development

After implementing CBT projects in Sor Long and Taisun villages, the state government is trying to support the primary infrastructure development of the two villages for the better accessibility and attracting more visitors, and the development of the villages as well. Since CBT projects have implemented, electricity has been available in Taisun village, and Sor Long village will be able to use electricity before the end of 2018. Locals from Taisun village sometimes faced water scarcity and the government supported in accessing water to the village and they can use water sufficiently. As the villages are difficult to access during rainy seasons, the road will be paved during 2019 from the main road to the village which are the feasible and significant evidences and benefits of CBT ventures, and there is a perception that the numbers of tourists will be also increased with the development of infrastructures.

The local people are trying to improve the healthcare facilities in their villages from the community fund collected from CBT benefits, and further benefits for building schools, and libraries, etc. The communities are likely to have better healthcare facilities that will be also for the visitors, and the better education system. The knowledge on health and education of the villagers will also improve with the enhancement of those basic infrastructure developments. Not only infrastructure development, CBT could be also a strategy for poverty alleviation, income generators and improving the living standard of the local community for a better life. The Chairman of Sor Long said his perception on CBT projects as;

> "… The main objective of CBT in our village is to support our long-term economic development of the community and infrastructure development in term of electricity, paving the road and educational development such as library, construction for school,

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> and for healthcare facilities, etc., We will collect the community fund from CBT and use appropriately in the previous mentioned sectors …" (Informant 11)

The promotion of infrastructure development in CBT sites will not only bring the development and betterment of their localities, but also to CBT development with the easier accessibility of the villages and the development of tourism products and activities.

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Chapter VI

Conclusion and Recommendations

This chapter discusses the summary of research finding and conclusion of the research, provides suggestions and recommendations for the development and effectiveness of community-based tourism (CBT) in Sor-long and Taisun Villages in Chin State, Myanmar. Recommendations for further studies are also presented in this chapter.

6.1 Summary of Research Findings

This study investigated the main challenges and opportunities for CBT development in Sor Long and Taisun in Chin State, Myanmar. The research findings are analyzed and summarized based on the concept and theory of community-based tourism and compared with results from empirical studies which are described in literature review part. Theoretically, the researcher observed that CBT projects in Sor Long and Taisun were run through applying the bottom-up or grassroot approach as the government and other stakeholders could not run and manage CBT without the agreement and participation of local community, and majority of decisions are made by the community members and most participants of CBT Committees are from the locals. Moreover, CBT in these two villages are implemented by The Backyard Travel & Tours Co., Ltd. and Forever Top Travel & Tours Co., Ltd. for the local community in terms of employment creation, poverty alleviation and long-term socioeconomic development. Three major stakeholders can be found in this study; local community, travel companies and the state government.

High participation of local community was found in this case study, most CBT tasks are performed by the community, they are highly motivated to participate in CBT projects and they also believed that CBT will enhance their livelihoods and generate greater job opportunities and revenues. CBT could be one of the most suitable entrepreneurs for the local community development - the improvement of their livelihoods, the greater business opportunities and job generating including young and women, greater social cohesion through participation in CBT activities and ventures. It can be said that CBT projects in these study sites were implemented according to the concepts and principles of CBT based on the local resources and people, hence, CBT is likely to develop properly and to bring many benefits to the local community.

Compared to the case of Tamir, M. (2015) from the empirical studies mentioned in Chapter 2, the local people from Sor Long and Taisun villages have positive attitudes to CBT ventures, hospitable to the visitors and there are varieties of potential tourism resources were the opportunities for CBT development. In addition, CBT generated income directly and indirectly to the local communities including improvement of their well-beings and livelihoods, and community development like a study conducted by Jitpakdee, P., Harun. A., & Zain, Z., B., M. (2016) and Aseres, S., A. (2015). However, lack of proper policies and legislations and poor infrastructure development hinder the development CBT development in unspoiled and untouched destinations like the study conducted by Lsuby, C. & Eow, K. (2015). Identically to the research findings of Kim, S., Park, E. & Phandonouvong, T. (2014), seasonality was occurred in this study sites and there were no visitors during rainy seasons due to poor infrastructure development and difficulties to access the villages. At the same time, lack of knowledge and low level of education, poor capacity of the local community such as entrepreneurial skills, technical skills, marketing skills, and low quality and standard products and services are the obvious challenges for the promotion of CBT in this case study.

From the participant observation, only the local culture is the main tourism activities, and sightseeing and activities for visitors are very limited due to the lack of adequate fund and capacities of the local community even though many activities and sites can be promoted.

Some CBT participants revealed that the prices of the community lodges were more expensive than accommodations in the cities and most of the domestic visitors were preferred to stay at the cities. Lack of financial support not only affects making a good marketing and upgrading marketing materials, but also accommodations and services (Dixey, 2005). The improvement of accommodations is required, and the prices and services should compete with the services and prices from the cities for CBT development.

Lack of knowledge and awareness, lack of community capacity, poor infrastructure development, inadequate fund and budget, lack of transparent and legal policies and legislations, poor quality of CBT services and products are the main challenges for CBT development in Sor Long and Taisun villages. Hospitality of host community, high willingness and strong community participation to CBT, varieties of potential resources for CBT and basic infrastructure development were observed as the opportunities for developing CBT projects. Infrastructure development, trainings, the improvement of the community's knowledge and capacities are primarily necessary for the growth and sustainability of CBT ventures in Sor Long and Taisun villages, which should be provided either by the government, travel agencies, tour operators, local business owners, NGOs, INGOs, etc.

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6.2 Conclusion

6.2.1 To explore the potential of Community-based Tourism by applying lessons learnt in the selected case study areas.

From participant observation and in-depth interviews with key informants, the researcher firstly investigated the current situations of CBT in Sor Lang and Taisun villages to explore the potential of CBT in the two selected case study sites. As local cultures, heritages, and natural resources are the main attractions in these CBT sites, the conservation and promotion of unique cultures and heritages of indigenous people can be performed at the same time. On the one hand, destruction and dilution of local cultures and traditional lifestyle may occur because of accommodating visitors with different cultural norms. With the local natural resources, outdoor activities such as hiking and trekking in the villages and its environs, and the local beverage and food have potential to develop for visitors. Therefore, local cultures, heritages and natural resources are the main sources for the promotion of CBT.

The community members are participated in CBT Committee, decision-making processes, provision of accommodations and tourism activities such as cultural arts, festivals, tour guides, etc., and they could also earn extra money from their participation. From the concept of CBT, it can be said that the bottom-up and grassroot approach were applied in these CBT sites because the main decisions are made by the local community and community are the main participants in CBT ventures. Hence, CBT ventures in this study are likely to develop properly and theoretically to contribute the socioeconomic and community development of the community.

However, lack of transparent and legal policies and legislations on benefit sharing, the role of stakeholders, product development and environmental conservation, etc., hinders the growth of CBT. There is no detailed data on numbers of tourists and local visitors, projects planning and handbook for CBT ventures in these CBT sites – CBT operate with understanding between three main stakeholders. Basically, infrastructure development, product and service development are required for the better accessibility, attracting huge numbers of visitors and the maintaining the authenticity of CBT sites. Training, educational programs for the locals and consultation of the community are necessary for the enhancement of the community capacity and knowledge to operate CBT ventures by themselves which should be provided by either government, NGOs or travel companies.

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Since CBT in Chin State is particularly focused on employment creation, poverty reduction and the development of local livelihoods, the growth and sustainability of CBT depends on the management and operation systems, community participation, availability of finance, corporation of stakeholders and policies implemented by the government. CBT ventures in Sorlong and Taisun have potential to attract large groups of domestic and international visitors and bring many benefits to the community.

6.2.2 To identify the challenges for developing CBT in the selected case study areas

The results of this research indicate that there are many challenges in developing CBT in this case study areas because CBT projects in Sor Long and Taisun villages are at the initial stage and found in rural remote areas with poor infrastructure development. These challenges and obstacles are totally corresponding to the results from the empirical studies and literature review discussed in chapter 2. According to this case study, six major challenges for CBT development in Sor Long and Taisun villages have been found, such as lack of awareness and knowledge, low capacity of the community, poor infrastructure development, inadequate fund and budget, low quality of CBT products and services, and lack of transparent and legal policies and legislations.

From the informants' interviews, transportation is the most challenging factor cited by the interviewees in Sorlong, especially in rainy seasons, which causes seasonality and there is very limited safety and security for the visitors due to poor infrastructure development and poor public and private transport services. The second significant factors are deficiencies of knowledge, scarcity of human capacity and skilled human resources. Consequently, the community could not run CBT ventures by themselves as they need supports in management and operation system, and they could not make adequate marketing and promote local resources and assets for tourism activities and products. Due to high prices with poor service in accommodations and limited activities in the village, most visitors did not want to stay at the community and they got back after half day tours. The development of quality services and innovative products and better accessibilities to CBT sites are as a primary necessary for CBT development and attracting huge numbers of visitors. The respondents also mentioned that there is no special projects, policies and regulations for CBT development that may lead to negative impacts of CBT without remaining benefits to the locals and social conflict between the community members.

In Taisun CBT village, poor service and inadequate proper accommodation is the highest correspondent rate from the informants that is related to lack of financial availability, and the community could not promote tourism activities even lot of potential resources for CBT are available. As a result, limited activities and short visit for visitors are faced as other challenges. Moreover, the overall service in different sectors and quality of food required to improve to be able to compete with other CBT destinations. Like Sorlong CBT village, awareness and knowledge on tourism and transportation are the obvious obstacles for CBT development in Taisun – the local could not make effective marketing due to lack of skilled human resources. Hence, the community requires help in managing and operating CBT ventures even though the main decisions are made by the community. Interestingly in this site, weak corporation of stakeholders was found that caused misunderstanding in developing and drawing effective and proper plans and policies between the community and travel company.

Many similar challenges have found in these two selected case study areas even the respondents are slightly different in selected main topic. The state government and travel companies are trying to provide training to the local community to enhance their capabilities and knowledge on tourism, and the promotion of tourism activities, accommodations with the corporation of local community. Lack of capacity and knowledge may not be a challenge in the future by the time the community receives enough trainings and experiences on CBT and tourism businesses. Concerning to policies and legislations, the Ministry of Hotels and Tourism is developing policies and CBT Standards so that there will not be also a problem in the long term. Collaborative work of local community, government and other stakeholders are necessary to solve the challenges and to develop CBT for the local community.

6.2.3 To identify the opportunities for the development of CBT in the two selected case study areas

As CBT in Chin State is aimed for poverty eradicating, reduction of unemployment rate and generating job opportunities and income for the local community, CBT in these two study sites are likely to contribute in achieving those objectives. Hospitality of host community, high willingness and strong community participation to CBT, varieties of potential resources for CBT development basic infrastructure development are observed as the opportunities for CBT development and the community development.

Since culture and heritage are the main attraction, CBT enables the community to comprehend the price and value of their resources including cultures, traditional way of life and heritages and those resources are converted into tourism activities and attractions that enable the conservation of local culture and income generation. The local people have positive attitudes and high willingness to CBT projects which are the social benefits for the local community and opportunities for CBT development as well. Furthermore, the local people will have better educational opportunities through the improving their skills, knowledge, capabilities and confidence to promote local resources for CBT development and to manage CBT ventures themselves. In environmental benefits, local natural resources are also the assets for CBT which can promote some tourism activities that may include tour around the community, history of the villages, traditional activities in the community and provision of homestay that tourists will like to experience. Together with CBT, community-based ecotourism could be also promoted which will enhance the awareness of the visitors and local community to conserving the environment.

Through community participation, CBT creates job opportunities and the local people can also earn extra income and gain experiences and knowledge on tourism which are the foreseeable benefits on the livelihoods of the community – including jobs and activities for young and women. Besides direct participation in CBT projects and activities, basic infrastructure development such as electricity, water, improvement of road condition, etc., were followed with the implementation of CBT, which are both for the community and visitors, and for the betterment of CBT in their localities as well.

With the combination of potential resources and hospitalities of the host community, CBT in Sor Long and Taisun villages can attract large numbers of visitors, who will experience the authentic traditional way of life, cultures, heritages and natural beauty of the community, and CBT has also potential to contribute the sustainability of the community development and poverty reduction. Training, market research, planning and policies are primarily necessary for the development of CBT projects.

6.2.4 To provide recommendations to improve the effectiveness of CBT

In solving the challenges of CBT and promoting the potential opportunities of CBT effectively, the following recommendations are suggested to different stakeholders based on the research findings to the growth and sustainability of CBT in the selected study sites and to contributing the community development and improving the livelihoods of the community and reducing poverty and unemployment rate. The research would recommend five main stakeholders – the local community, travel companies, Chin State Government, Chin State

Hotels and Tourism Department and Visitors, and their respective responsibilities based on the research findings.

6.3 Recommendations

6.3.1 Recommendations to Local Communities

The communities are the main stakeholder and participant in CBT, and they can be directly affected by the impacts of CBT in their localities. Hence, they need to have knowledge and awareness, the capacity to be able to manage and run CBT ventures by themselves. Education and entrepreneurial and service-oriented skills training programs will be the core components for the capacity building and coursed including hospitality and tourism management at community level, as well as general business and management skills such as marketing, finance, communication and governance are imperative for CBT development which will be also a compulsory for the willing and motivation for the participants and enhance their performances. The community should be empowered for their ownership and management on tourism ventures and products, and the community should also initiate local business such as sale of crafts and souvenir items, local and traditional costumes, weaving, etc. The local people should not also depend on donor funds or government funds as they could promote many tourism activities and sites with their own capacity such as basic cooking class for traditional foods and beverages, and building museums for displaying traditional tools, weapons, costumes, ceremonial objects.

The local people should essentially improve their service skills and provide better services to their customers. For example; accommodations need to be cleaner and more attractive including their houses and surroundings, if homestay is required, foods and beverages need more hygiene and sanitation. They could also open traditional restaurant through providing local menus with seasonal fruits. Besides the operational and technical skills, the local people should also learn some basic conversation in English that will enhance the confidence while interacting with tourists and visitors would be more satisfied with their visits and chances to explore the local way of life in a better way.

6.3.2 Recommendations to Travel Agencies

As the local community could not make marketing due to inadequate capacity, marketing is the main task of travel companies which will be the most effective way through promoting more advertisement in their websites and update the activities and products in attracting more visitors including both domestic and international travelers to CBT sites as marketing can contribute to enhancing CBT in Sor Long and Taisun villages, as preferred tourism destinations in Myanmar. Travel agencies should also extend the duration of current package tours (normally it takes 4 hours) for the improvement of host-guest relationship between the locals and visitors and encourage direct interaction between the locals and visitors which will enhance the confidence of the locals while interacting with the visitors. For example: homestay that will also lengthen the stay of the visitors.

Travel companies should also hire and apply local car rental services instead of hiring service providers from outside Chin State, because that will support better economic opportunities of the local people apart from local community from CBT sites. Even the price of local rental services may be higher, and services are poorer than other regions, but they can achieve through negotiations or contracting, fixing the prices for certain destinations and consulting to services providers in delivering better services. They should also attract NGOs, INGOs and private business owners for providing trainings and workshops, investment on accommodations, product development, etc. Furthermore, travel agents from these two CBT sites should highly participated in the planning and policies making processes, project planning and development and product development because they have been running for

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more than a year and they know well the conditions of the villages and the perceptions of the local people.

6.3.3 Recommendations to Local Government

Improved understanding, acknowledgement and support from the state government is primarily required to CBT development in Chin State which will be also the most significant and effective. Likewise, Chin State Government should strongly support on basic infrastructure development sectors such as transportation systems, healthcare facilities for the better accessibility of CBT destinations all year around, better and comfortable transportation systems, and better security for the visitors during the journeys. For the organizational development of state hotels and tourism department, Chin State Government should be the main actor, and the development State Hotels and Tourism Department will also support CBT development through conducting marketing campaigns and publications of pamphlets, booklets, bulletins, etc. State government should also provide adequate loans and grants for the CBT initiatives, the development of authentic and innovative tourism activities and products, improvement of accommodations that will make the authenticity of the CBT sites because the communities do not have enough finance to develop by themselves and they did not receive any financial support.

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6.3.4 Recommendations to State Hotels and Tourism Department and Ministry of Hotels and Tourism

For the development CBT, the State Hotels and Tourism Department or Ministry of Hotels and Tourism should provide information about CBT regarding to the advantages and disadvantages of CBT to increase the interest and willingness of the community. Firstly, they should endorse policies which should be appropriate with the concepts and theories of CBT, ASEAN CBT Standards, sustainable tourism development, etc., and applicable for every single CBT site. It would be more suitable if specific policies for Chin State could be developed due to cultural and geographical differences in Myanmar. Secondly, the government should implement short-term and long-term projects and planning for CBT development, capacity building of the community, conservation of the environment, etc. Within Chin State, the government should also establish institutions or educational foundations where the local people could learn hospitality and tourism related courses and services, the capacities of the local people will also improve.

Currently, CBT in Chin State is little known and very few and limited information is available at the Ministry of Hotels and Tourism official website compared to other CBT sites in Myanmar. Hence, marketing campaigns could be performed by the government through developing government official websites, providing information to media, holding tourism events or trade fairs, etc. which can also attract local business owners to invest their property in CBT projects. The ministry of hotels and tourism or state hotels and tourism department are one of the most important participants in CBT, they should take responsibilities to launch standard, regulations and policies to develop CBT for supporting the local development and environmental preservations. They should also conduct more research and collect statistic data on number of tourists and local visitors, projects budget, and make monthly, quarterly or annually reports.

6.3.5 Recommendations to Visitors

As the visitors are the main sources of income for CBT development, their participation in local cultural and traditional activities, staying at local lodges and exploring local food, will enhance the income for the local community instead of donating huge amount of money to the community. Visitors should also respect the local cultures and traditions to prevent culture shock and dilution of the local Chin Culture. Since visitors, especially tourists, can learn and experience the traditional way of the local community, local people could learn many good things from the visitors that will improve the relationship between visitors and community. For example: teaching Basic English or other foreign languages to the locals and visitors could also learn some basic local dialects.

For the growth and sustainability of CBT in these two selected case study areas, the cooperation of the above-mentioned stakeholders and performing their respective responsibilities are necessary that will also contribute the socioeconomic development of the local community and the satisfaction of visitors.

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6.4 Further Research Study

This research is the introductory CBT research in Chin State, hence, there are many opportunities for further research on CBT in Chin State. The researcher would like to provide the following recommendations of further study to the development of CBT in supporting job creations and poverty reduction in Chin State.As CBT ventures in this study areas are the initial stage, this study only focuses on the challenges and opportunities for CBT development while supporting community development without including the perceived impacts of CBT to the community, to the environment and the satisfaction of visitors and their opinions to CBT in this study areas. This study applied qualitative method and data and the informants are only from the local members, government officials and tour operators and guides. Since, qualitative data are unlimited and non-statistic data, further study should be applied quantitative method or combined methods including the participation of domestic and international visitors as informants and using quantitative data will be more reliable in this kind of study. This study is only focused on CBT for the community development so that other forms of tourism could be focused on the local community development of indigenous people in Chin State at further study.

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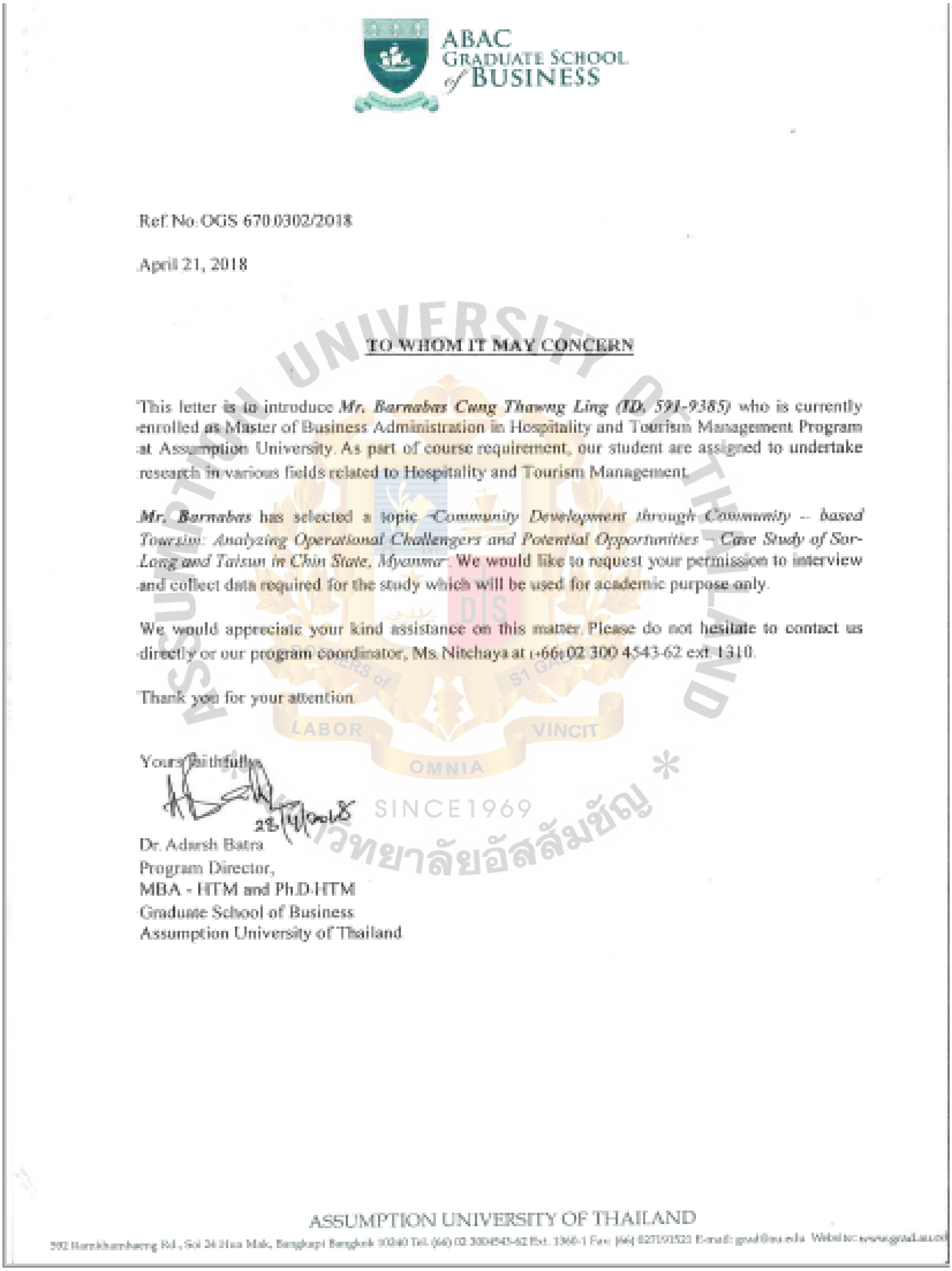
Appendix A

GSB Letter



ABAC
GRADUATE SCHOOL
of BUSINESS

Ref. No. OGS 670.0302/2018

April 21, 2018

TO WHOM IT MAY CONCERN

This letter is to introduce ***Mr. Barnabas Cung Thawng Ling (ID. 591-9385)*** who is currently enrolled as Master of Business Administration in Hospitality and Tourism Management Program at Assumption University. As part of course requirement, our student are assigned to undertake research in various fields related to Hospitality and Tourism Management.

Mr. Barnabas has selected a topic *“Community Development through Community – based Tourism: Analyzing Operational Challengers and Potential Opportunities – Case Study of Sor-Long and Taisun in Chin State, Myanmr”*. We would like to request your permission to interview and collect data required for the study which will be used for academic purpose only.

We would appreciate your kind assistance on this matter. Please do not hesitate to contact us directly or our program coordinator, Ms. Nitchaya at (+66) 02 300 4543-62 ext. 1310.

Thank you for your attention.

Yours faithfully,

28/4/2018

Dr. Adarsh Batra
Program Director,
MBA - HTM and Ph.D-HTM
Graduate School of Business
Assumption University of Thailand

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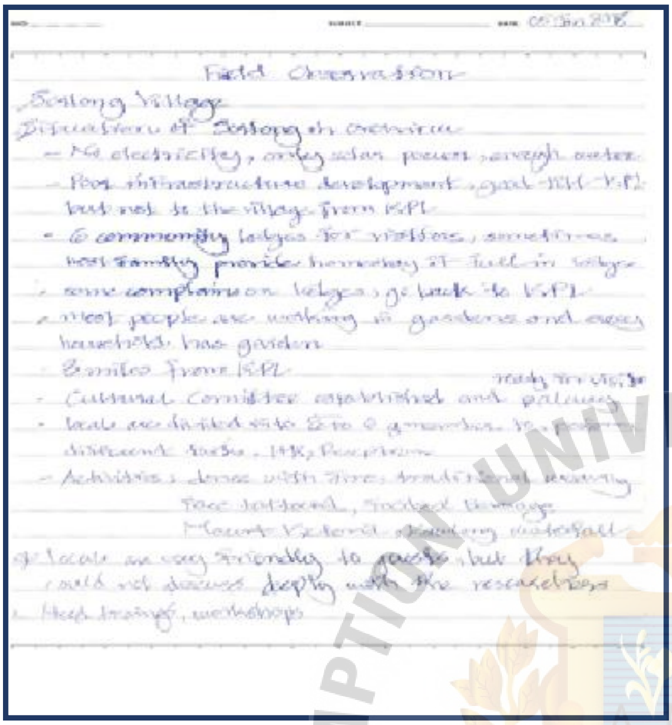
Appendix B

Field Observation Notes



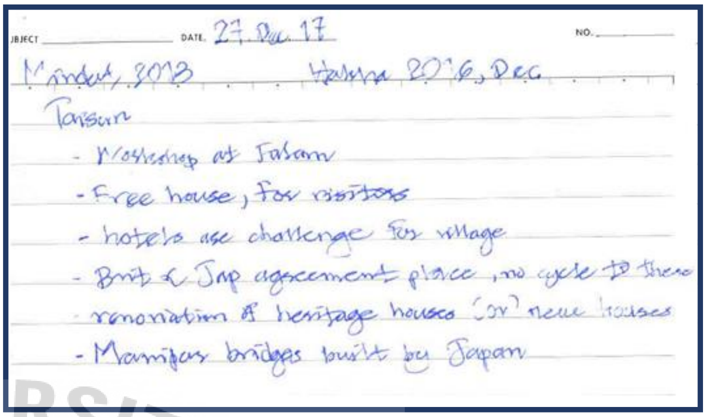
05 Jan 2018

Field Observation

Sorlong Village

Situation of Sorlong in overview

- No electricity, only solar power, enough water
- Poor infrastructure development, good [illegible] but not to the village from KPL
- 6 community lodges for visitors, sometimes host family provide homestay if full in lodges
- some complain on lodges, go back to KPL
- most people are working in gardens and every household has garden
- 8 miles from KPL
- Cultural Committee established and [illegible] ready to visit
- locals are divided into 8 to 9 groups to perform different tasks, HK, Reception
- Activities: dance with [illegible] traditional [illegible] [illegible] [illegible] Mount Victoria, [illegible] waterfall
- locals are very friendly to guests, but they could not discuss deeply with the researchers
- [illegible] training, workshops

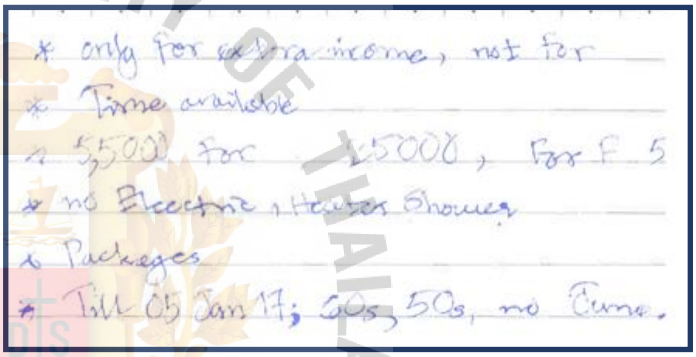


27 Dec 17

Mindat, 2018 Hakha 2016, Dec

Taisun

- Workshop at Falam
- Free house, for visitors
- hotels are challenge for village
- Brit & Jap agreement place, no cycle to there
- renovation of heritage houses (or) new houses
- Manipur bridges built by Japan



* only for extra income, not for

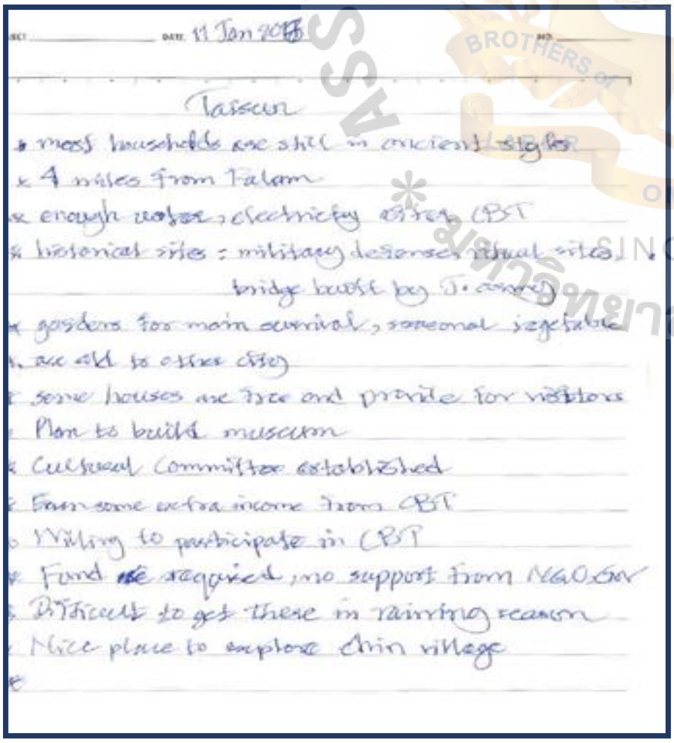
* Time available

* 5,500 for 15000, for F 5

* no Electric, Heater Shower

* Packages

* Till 05 Jan 17; 60s, 50s, no Time.



11 Jan 2018

Tassun

* most households are still in ancient styles

* 4 miles from Falam

* enough water, electricity after CBT

* historical sites : military defenses, ritual sites, bridge built by J. army

* gardens for main survival, seasonal vegetable are sold to other cities

* some houses are free and provide for visitors

* Plan to build museum

* Cultural Committee established

* Earn some extra income from CBT

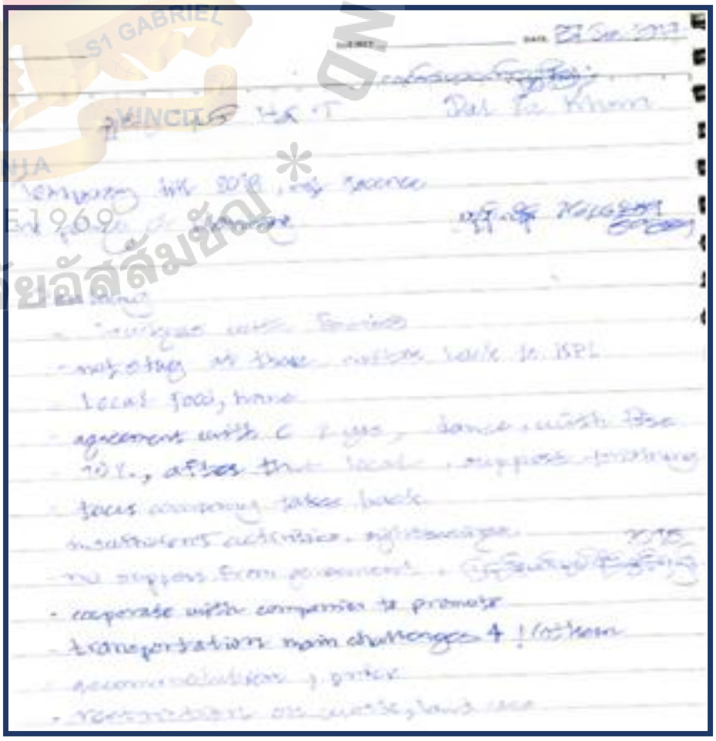
* Willing to participate in CBT

* Fund ~~are~~ required, no support from NGO, Gov

* Difficult to get there in raining season

* Nice place to explore chin village

*



23 Sep 2017

[illegible]

Dal Te Khum

[illegible] HK T

[illegible] with 2018, [illegible] second

[illegible]

[illegible]

- [illegible] with [illegible]
- [illegible] those [illegible] back to KPL
- local food, home
- agreement with [illegible] dance with [illegible]
- 70%, after the locals, suppose [illegible]
- tour company takes back
- insufficient activities [illegible]
- no support from government [illegible]
- cooperate with companies to promote
- transportation main challenges 4 / [illegible]
- accommodation, price
- restoration on [illegible], land use

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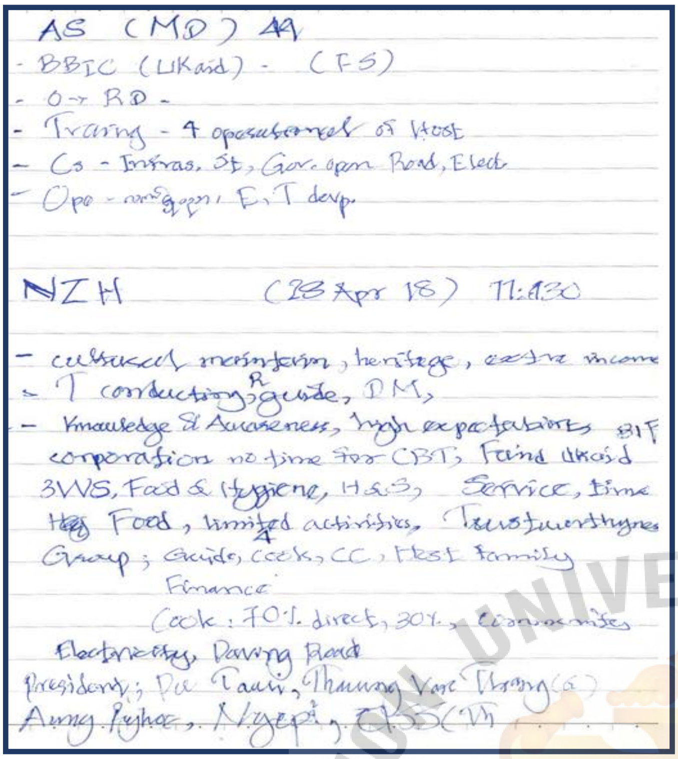
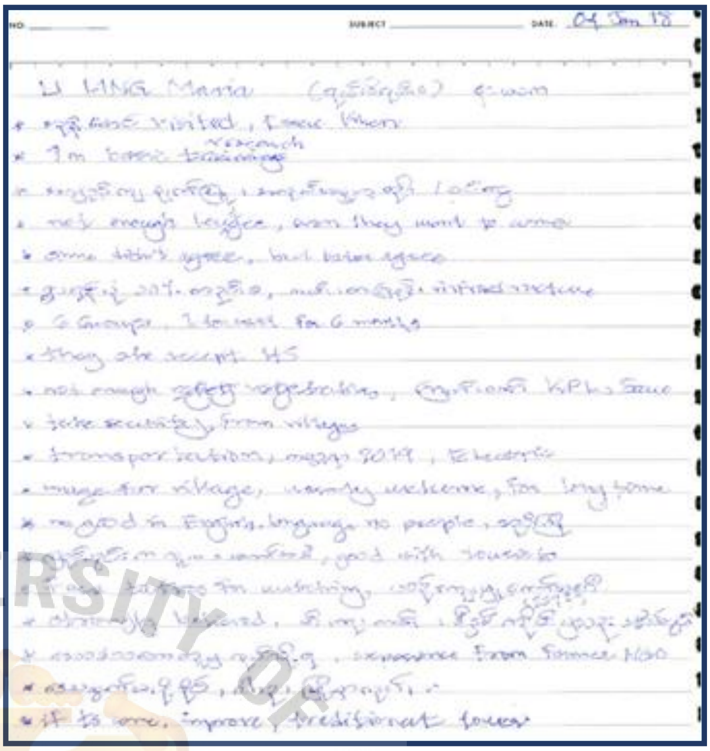


AS (MD) 49
- BBIC (UKaid) - (FS)
- 0 → RD -
- Traing - 4 operational of Host
- Cs - Infras. St, Gov. open Road, Elect
- Opo - [illegible], E, T devp.

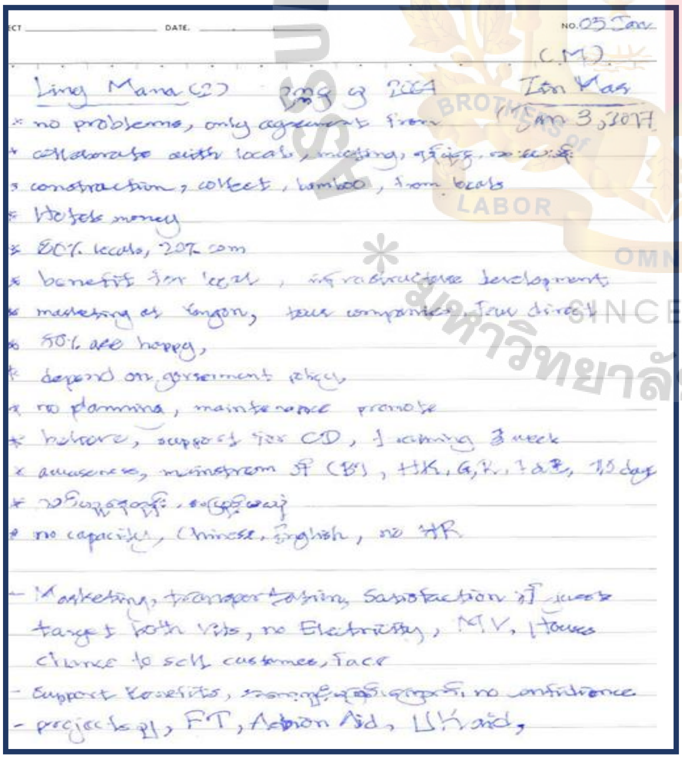
NZH (28 Apr 18) 11:430

- cultural maintain, heritage, extra income
- T conducting, guide, DM, R
- Knowledge & Awareness, high expectations BIF corporation no time for CBT, Fund UKaid 3WS, Food & Hygiene, H&S, Service, time Food, limited activities, Trustworthyness 4
Group ; Guide, cook, CC, Host family
Finance
Cook : 70% direct, 30%, Communities
Electricity, Paving Road
President ; Pu Tawi, Thaung Van Thang (a)
Aung Pyhoe, Ngepi, CBSC(M)



NO. SUBJECT DATE. 04 Jan 18

U HNG Maria ([illegible]) [illegible]
- [illegible] first visited, [illegible] Khon
- 9 m basic trainings research
- [illegible] Loikaw
- not enough [illegible], even they want to [illegible]
- some didn't agree, but later agree
- [illegible] 20% [illegible], [illegible] limited income
- 6 Groups, 1 tourist for 6 months
- they are accept HS
- not enough [illegible], [illegible] KPL [illegible]
- take security from villages
- transportation, [illegible] 2019, Electric
- [illegible] village, warmly welcome, for long time
- no good in English language no people, [illegible]
- [illegible], good with tourists
- [illegible] for watching, [illegible]
- [illegible]
- [illegible], experience from former NGO
- [illegible]
- if to come, improve, traditional [illegible]

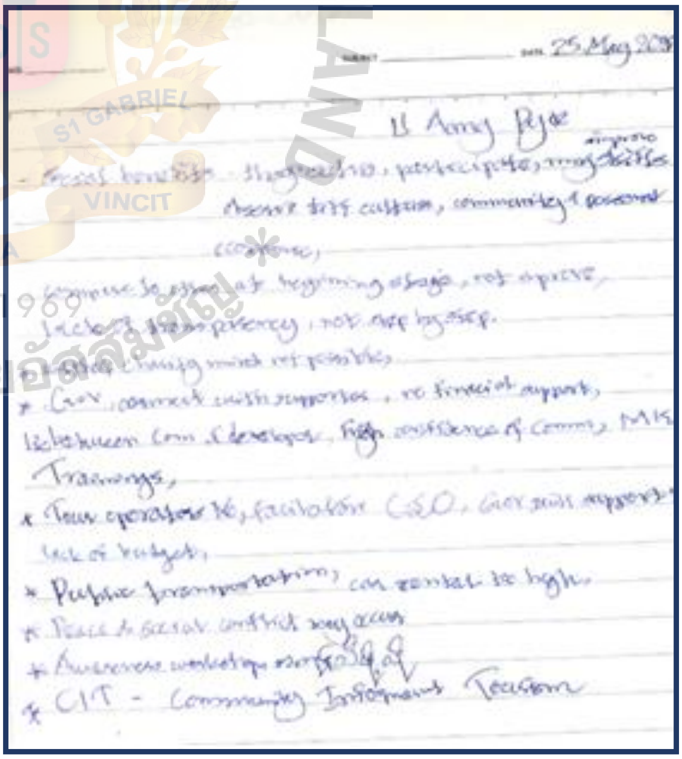


SUBJECT DATE. NO. 05 Jan

(M)

Ling Mana (2) Bng g 2004 Ian Mag
Jan 3, 2017
- no problems, only agreement from
- collaborate with locals, meeting, [illegible]
- construction, collect, bamboo, from locals
- Hotels money
- 80% locals, 20% com
- benefit for local, infrastructure development
- marketing at Yangon, tour companies, few direct
- 80% are happy,
- depend on government policy
- no planning, maintenance promote
- before, support for CD, 1 training 3 week
- awareness, mainstream of CBT, HK, G, R, F&B, 15 day
- [illegible]
- no capacity, Chinese, English, no HR

- Marketing, transportation, Satisfaction of guest target both [illegible], no Electricity, MV, Houses chance to sell customer, face
- Support benefits, [illegible], no confidence
- projects [illegible], FT, Action Aid, UKaid,



SUBJECT DATE 25 May 2018

U Aung Pyae
- Social benefits - [illegible], participate, [illegible] improve
Preserve their culture, community & personal confidence,
- [illegible] at beginning stage, not [illegible], lack of transparency, not [illegible] by step.
- [illegible] change mind not possible
- Gov, connect with supporters, no financial support, between Com & developer, high confidence of Comm, MK Trainings,
- Tour operators [illegible], facilitators CSO, Gov [illegible] supports lack of budget,
- Public transportation, car rental to high.
- Peace & social conflict may occur
- Awareness workshops [illegible]
- CIT - Community Informant Tourism

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Appendix C – Data Analysis Procedures

Table A: Initial Themes from The Interviewees

Informant	Challenges	Opportunities
1 Aung Soe	- Transportation - Require more awareness and information on tourism - No plans and projects	-Earn extra income, local fund -Electricity -Heritage village and cultures -Improvement of road and pave next year
2 Zin Mar	- No enough confidence on their abilities and skills - Transportation, no safety & security - Locals can't make effective marketing - Price, service and standard of lodges - No plans and policies	-Hospitality of host community -Potential resources to develop tourism activities, rich in natural resources and culture -Chance to sell local products such as vegetables, costumes, souvenirs
3 Tin Zar New	- Some local visitors complain on the prices of packages - Transportation main challenge, no safe - Lack of capacity and confidence	-Traditional lifestyle of the community can be explored and their culture -Friendly to the visitors -Increase income & raise community fund
4 Ling Mana 1	- No human resources and capacity - Limited knowledge on CBT - No enough lodges for visitors, - No policies & plans - No adequate fund & support - Poor transportation	-Increase the image of the village -Extra income & community fund for the community -Improvement of road, -Electricity will come soon -Preservation of culture
5 Ling Mana 2	- No human resources and capacity, no confidence to run themselves - Transportation is poor, - Inadequate fund for promotion of CBT - No safety & security in travelling	- Cultures - Transportation system increase - Electricity - Income for locals
6 Shin Tar Ling	- Transportation - Limited knowledge on tourism - Poor marketing, only by travel company - Promotion of tourism activities require	-Villagers are happy & friendly to guests - Local culture - Natural resources for tourism activities -Improve transportation & healthcare facility
7 Yin Thar Ling	- Transportation - Higher prices of community lodges than hotels in KPL - Short visit and limited activities	-Happy to guests - Local culture - Natural resources -Improve healthcare facilities

8 Aung Phyo	- Knowledge and awareness of the community - No policy and plan - Lack of fund - Transportation - Lack of human resources and budget in our department	-Diverse cultures and traditions from different tribal groups and beautiful natural resources -Hospitality of the chin people -Socioeconomic development
9 Dal Za Kham	- Transportation, and landslides - No policies & plans - Price and services of lodges - Limited knowledge & awareness of community	-Beauty of natural resources -Promote and conserve cultures and heritages -Friendliness & hospitality of community
10 Yaung Nge	- Limited knowledge on tourism - Transportation and long journey - No policies & plans	- Local culture - Job & income for locals including women & young - Richness of natural beauties
11 Ni Hmung	- Transportation - No airport in Chin State - Limited activities for visitors - Lack of fund - Hotels & accommodations	-Traditional houses -Historical sites and evidences -Improvement of road -Friendliness of the community -Electricity
12 Ngun Za Hmung	- Lack of awareness & knowledge - High expectation from CBT - Weak corporation of Stakeholders - No policies & plans - Poor transportation - Low service standard - Lack of human capacity - Lack of fund	- Extra income for the community -Lot of resources for CBT -Government supports in accessing water to the village - Maintaining & preservation of cultural heritages -Basic infrastructure for the community
13 Ha Khie Shine	- Limited activities & sightseeing - Transportation - Lack of awareness & knowledge - Poor services - Lack of human capacity	-Hospitality of host community -Potential tourism products - Support healthcare, educational from community fund
14 Ngun Hre	- Lack of knowledge & awareness - Lack of fund - No plans & policies - Transportation	-Plenty of resources for tourism activities -Pot making from clay -Historical places for Falam
15 Roland	- Lack of fund - No support from government & NGOs, INGOs - No plans & policies	-Con Bik village -Resources – Bridge built by Japanese army -Infrastructure development

Table B.1: Frequency of Challenges for CBT Development from Interview Transcripts

Main Themes	Sorlong	Taisun	Total
Transportation	9	5	14
Lack of Awareness & Knowledge	5	4	9
Lack of Capacity & Confidence	5	2	7
Lack of Fund	2	5	7
Limited activities & short visit	2	2	4
Poor Service & Accommodation	4	6	10
Lack of plans and policies	4	5	9
Safety & security	3	-	3
Poor marketing	2	-	2
Weak corporation of stakeholders	-	1	1
Total	36	30	66

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Table B.2: Frequency of Opportunities for CBT Development from Interview Transcripts

Main Themes	Sorlong	Taisun	Total
Hospitality of Host Community	5	3	8
Cultural & Natural Resources	8	5	13
Culture & Environment Preservation	1	1	2
Transportation system	4	3	7
Extra income & Community Fund	9	6	15
Electricity & Water	3	2	5
Total	30	20	50

Table C: Main Themes and Sub-themes related to Main Themes from the Interviewees and Participant Observation that describe the current situation of CBT in Sorlong & Taisun villages

Challenges		**Opportunities**	
Theme	**Sub-theme**	**Theme**	**Sub-theme**
Lack of Knowledge & Awareness	No interest on CBT projects Difficult to understand CBT concepts	Hospitality of Host Community	Satisfaction of Guest Friendliness of host community
Lack of Capacity & Human Resource	Inadequate trainings Technical & operational capacity Poor marketing	Plenty of Potential Resources for CBT	Natural resources Cultural resources Historical heritages Local food & beverage
Poor Infrastructure Development	Poor Transportation Long Journey Safety & Security Issues Seasonality	High Willingness & Strong Community Participation	Positive attitudes to CBT Community has voice & say Main decisions by locals Increase income for all locals Raise community fund
Inadequate Fund & Budget	Limited tourism activities Poor accommodation & services	Basic Infrastructure Development	Transportation system Electricity Water Healthcare facilities
Low Quality of CBT Products & Services	High price and poor services Sanitation & quality of food		
Lack of Transparent & Legal Policies & Legislations	No statistic documents No policies on benefit sharing, environment conservation, etc.		

Appendix D

Interview Guideline Document

Key Informants/ Semi-structured Interview Questions for Government Officials

Overview of CBT in Chin State

- What are the specific and general objectives towards CBT development in Chin State?
- What kinds of benefits are hoped to encounter through CBT development?
- What is the main role of government and in which role the government participate in the promotion of CBT in Chin State?
- What legal document exists to regulate CBT in Chin State?
- What are the specific rules and regulations in these documents on CBT?
- Are there any documents such as plans or policies pertaining to CBT in Chin State or selected site of which I may obtain a copy?
- What mechanisms have been put to encourage community participation in CBT development? E.g., decision making, policy making
- For those residents not involved in tourism, what other kinds of activities/employment do they have?

Stakeholder Collaboration & Partnership

- Who are the major stakeholders involved in the management of CBT development?
- What is your role as a stakeholder in CBT development in this area?
- What specific areas of co-operation have been developed between governments, local community, development agencies, tour operators and other stakeholders?

Capacity of Community

- Does the local community have enough capacity to run the CBT themselves? If not, what kinds of trainings and workshops have been or will be provided for the community members to improve their capacity and ability?
- Do the government support for the development of CBT projects in terms of funding?

Challenges of CBT development

- What challenges have been encountered regarding to CBT development in Chin State?
- What are the major constraints that inhibit CBT development in your localities?

- In which role the government participates in solving and overcoming the challenges and constraints for CBT development?

Opportunities of CBT development

- What kinds of opportunities and different resources exist for CBT development in Chin State?
- What benefits have been resulted from CBT development for the community?
- How do the government and other stakeholders try to promote CBT through those existing resources?
- What special futured plans and projects are exited for CBT development in Chin State?

Semi-structured Interview Questions for CBT Committee, Community Leaders & Members

Overview of CBT

- When did CBT initiate in your village? And why?
- What kind of activities and resources are the attractions for visitors in your village?
- Do the community members are enjoyed when visitors come to your village and do you want to come more visitors here? Why?
- What kind of benefits do you hope to receive from CBT venture?
- Do you believe that CBT would be supported extra income for the community members and community development?

Community Participation

- In which role/part the community members participate in CBT?
- In which activities the local community members are involved in relation to CBT?
- Can the government and the others run and manage without acknowledgement and agreement from the community members?
- Do you think that the community have full authorities and participate in decision-making and planning processes?
- What benefits have the community members realized through tourism activities? (or) Does CBT benefit directly or indirectly to the community members?

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Capabilities of Community Members

- Do you think that you could run this CBT venture without support from tour companies, travel agents?
- Do you think that your community has enough human resources and capabilities to manage CBT project?
- Do the government and travel companies who run this CBT provide trainings to improve the capabilities of the community members? OR.
  Do the community members are attending any courses or trainings?

Challenges of CBT development

- What challenges have been encountered regarding to CBT development in your village?
- What are the major constraints that inhibit CBT development in your localities?
- In which role the local community participates in solving and overcoming the challenges and constraints for CBT development?
- What kind of planning and project are existed to solve challenges of CBT development?

Opportunities of CBT development

- What kinds of opportunities and different resources exist for CBT development in your village?
- What benefits have been resulted from CBT including infrastructure development for the community?
- How do the local community and other stakeholders try to promote CBT through those existing resources?
- What special futured plans and projects are exited for CBT development in Chin State?

Semi-structured Interview Questions for tour operators, managers, and guides

Overview of CBT

- What are the main objectives of CBT projects?
- Do we need CBT in Chin State or why we need CBT in Chin State?

- Do you think that CBT can contribute the economic growth for the local community and that could be supported for poverty reduction?
- What types of benefits have been received by the community members since CBT has initiated?
- What kind of special plans or policies exit for CBT in Chin State?
- Are there any documents such as plans or policies pertaining to CBT in Chin State or selected site of which I may obtain a copy?

Community Participation

- How do the local communities participate in CBT venture?
- From the perspective of CBT, it is owned, managed and run by the community. So, do you think that the community members are able to run and manage CBT by their own?

Challenges of CBT Development

- What are the general and main challenges facing CBT venture in Chin State in terms of services, transportation, accommodation, activities and interaction with visitors?
- How do you try to solve those challenges and improve the CBT project?
- What are the major constraints that inhibit CBT development in your localities?
- In which role the travel companies participate in solving and overcoming the challenges and constraints for CBT development?
- What kind of planning and project are existed to solve challenges of CBT development?

Opportunities for CBT Development

- What kinds of opportunities and resources exist for CBT development in Chin State?
- What benefits have been resulted from CBT including infrastructure development for the community?
- How do travel companies and other stakeholders try to promote CBT through those existing resources?
- What special futured plans and projects are exited for CBT development in Chin State?

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Appendix E

Interview Transcripts

1 Aung Phyo (Deputy Director of the State's Tourism Department)

1. What are the specific and general objectives towards CBT development in Chin State?
   The main objective of CBT in Chin State is to promote the socio-economic benefits to the local community and to promote Chin State as a tourist selected destination.
2. What kinds of benefits are hoped to encounter through CBT development?
   For the benefit of CBT in Chin State, the socio-economic was developed through the participation of community members in discussion and decision-making. They also improve their capabilities – they have voice, and they improve their management skills, etc., through participation in CBT projects. For economic development, the personal income of the local community will increase as well as the community fund for their community
3. What is the main role of government and in which role the government participate in the promotion of CBT in Chin State?
   In other parts, the government participates in the financial supporting. As a government, we cannot support finance to the development of CBT, but we can connect with NGOs, INGOs, tours companies and developers to promote CBT projects. We also do not have budget to support CBT project in Chin State. Marketing can be also performed by the government through media, holding tourism events and trade fairs and selling CBT packages and productions, however, we cannot perform that, and the support of state government is required.
4. What legal document exists to regulate CBT in Chin State?
   Concerning the policy and planning for CBT, the Ministry of Hotels and Tourism developed the first three years' project planning and policy for CBT in Myanmar. Now, the first draft on policy and planning of CBT for Myanmar was already drawn which is based on ASEAN Community-based Tourism Standard and the first three years CBT project policy, and the second draft will be improve soon
5. What are the specific rules and regulations in these documents on CBT?
   The rules and regulations are mostly depended on the ASEAN Community-based Tourism Standard.
6. Is there is any impacts related to lack of specific regulations and policies on CBT?

Yes, there are some negative impacts that we could not attract the local business owners to invest in CBT projects because they are afraid that there will be no benefits for them. Furthermore, there is not specific rules and regulations for the safety and security of the visitors, and there may be affecting in attracting visitors to Chin State.

7. What mechanisms have been put to encourage community participation in CBT development? E.g., decision making, policy making

   Most participants are from the local community members and we encourage to improve their capabilities and confidence to manage CBT projects by themselves, particularly most decisions are made by the locals. Moreover, they could also participate in traditional and cultural arts and they can also provide homestay if they agree even though homestay is not allowed in Myanmar yet.

8. Does the local community have enough capacity to run the CBT themselves? If not, what kinds of trainings and workshops have been or will be provided for the community members to improve their capacity and ability?

   Yeah, as Chin State is at the beginning of tourism development, there are a lot of things to improve especially to the knowledge and awareness of the community to be able to run their CBT projects in their communities. Still, we cannot provide any kinds of trainings to the local community as we do not have enough fund, and we are still deficient in human capacity and financial support from the state government. At the same time, the strong government support is necessarily required.

9. What challenges have been encountered regarding to CBT development in Chin State?

   Lack of Tour Operators: Tour operators are required to the development and CBT and Tourism in Chin State because the transportation system is improved than the previous 3 years. Furthermore, there is no Tourist Information Centre in Chin State that should be implemented including in websites. Some business owners are afraid to invest in tourism because they do not know in deep the benefits of tourism and their support. For example, establishment of tour operator, and agency

   Lack of Budget: we the government can make such marketing and provide information to the visitors through online or newspaper, etc., but we do not have fund and the support of state government is necessary.

   Transportation: Chin State is poor in public transportation system and very limited public transportation. One of the main challenges for the development of CBT in Chin State is that the price of car rental services from the locals is too much higher than other regions with poor service. There are limited numbers of hostels and guest houses, restaurants, etc.

10. In which role the government participates in solving and overcoming the challenges and constraints for CBT development?

    For the development of CBT in Chin State, the government should provide tourism related trainings to the local people such as Front Office, Housekeeping, Food & Beverage Production, and Food & Beverage Service, guiding, village guide. Currently, Department of Hotels and Tourism in Chin State is just opened, and tourism was entered in Chin State recent year, for those reasons, we cannot perform that.

11. What kinds of opportunities and different resources exist for CBT development in Chin State?

    Like other states in Myanmar, Chin people have diverse cultures and traditions from different tribal groups and beautiful natural resources which could be promoted for the tourism development in Chin State. If we could promote with the systematic plans and policies, tourism in Chin State will not only attract the visitors, but also the local communities will get many benefits from tourism. The Chin people are also very hospitable which is one of the most important things in the promotion tourism through the host-guest relationship.

12. How do the government and other stakeholders try to promote CBT through those existing resources?

    We also try to attract NGOs and INGOs to support the local development and the long-term socioeconomic development through supporting financial aids and trainings to improve their capabilities. Then, the travel companies are also tried to get more visitors to Chin State so that I hope we would be able to have a better plans and projects through our corporation.

13. What special futured plans and projects are exited for CBT development in Chin State?

    We do not have particular plans for CBT in Chin State.

14. What are the most important things to perform in the development of CBT in Chin State?

    CBT may cause both positive and negative impacts to the environment and the economic development, but also the social conflict within the community and it may also be applicable of building peace. Otherwise, CBT may also bring many the development of the local community in a short term with the collaboration of stakeholders, proper planning and management, support of state government, but CBT may not benefit in a long time without those factors

For CBT development, the well understanding of the basic principle of CBT and providing basic trainings and workshops to the local community to increase their awareness, knowledge, confidence, and capabilities for promoting CBT projects and providing services to the customers.

15. Are there any documents such as plans or policies pertaining to CBT in Chin State or selected site of which I may obtain a copy?

    Yes, I have a hard copy in my office, but I will send you through your email if you prefer a soft copy.

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2 Aung Soe (Managing Director)

This informant is mainly asked about CBT in Sorlong

- What are the main objectives of CBT project in Sor Long?

  The main purpose of CBT is to promote the long-term socio-economic development of the local community and to change the way of their living and surviving instead of donating directly to the local community the same amount of CBT venture' investment which will only benefit for a short-term and may cause problems within the community. Moreover, we will provide some trainings to the local community such as souvenirs making, and other handicrafts for their extra income.
- How long have been operating CBT projects in Sorlong?

  CBT in Sor-long have run since 2017 with the support from BIF (financial support) and Action Aid Myanmar through conducting field observation and surveys in Sor-long before CBT was implemented.
- Do we need CBT in Chin State or why we need CBT in Chin State?

  As the local people are living under poverty rate in rural areas and their village have potential to develop CBT and so CBT may bring some positive benefits to the locals. We take only 20% from accommodation and the rest of 80% are collected for the local people.
- What types of benefits have been received by the community members since CBT has initiated?

The local people could earn extra income through participating in cultural shows and arts including young and women. Sometimes the host families provide homestay if the visitors want to stay and the visitors donate as much as they are willing to the families. The local fund is also collected, and the local people will use as appropriate for their community development.

- How do the local communities participate in CBT venture?

  Most of the community members could participate in CBT ventures in terms of housekeeping, receptions, cooking, dancing, etc., and the also established Cultural Committee when CBT was implemented. I can say that CBT venture in this village is on the hand of the local community because I decided as I mentioned earlier "CBT must be for the local community and their development". We also divided work sheet for one month for the community members in cooking and housekeeping and we change after one month and they earn directly. After we could get back the investment fund, the community will manage CBT by themselves, but we will corporate with them through supporting marketing.

- From the perspective of CBT, it is owned, managed and run by the community. So, do you think that the community members are able to run and manage CBT by their own?

  I don't think that they will be able to manage by themselves because tourism is a new concept for them and they need more awareness and information on tourism. In the few years, they will be able to manage when they get enough experience and trainings from different stakeholders.

- What are the general and main challenges facing CBT venture in Chin State in terms of services, transportation, accommodation, activities and interaction with visitors?

  Transportation is the main challenges by the time we opened CBT in Sor-long and we did not have any visitors during raining season both local and international visitors. Hence, we will close from coming June to October this year to renovate the community lodges and to develop other activities within this village. Moreover, the local members need more awareness concerning to environmental conservation and the promotion of cultural activities such as weaving, souvenirs and handicrafts making. The local members are not employing in hospitality or travel industry even though we provided trainings and seminars to them and gave official certificates accepted by the Ministry of Hotels and Tourism.

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- What kind of planning and project are existed to solve challenges of CBT development?

  Currently, we do not have special plans and projects for that.

- How do you try to solve those challenges and improve the CBT project?

  Firstly, we provide trainings to the local community and we guide them well also in-service sectors. Secondly, we also work corporately with INGOs to supporting budgets and trainings, and more trainings will be provided more in the future.

  Currently, four of my employees are working in Sor-long and they work together with the community members and provide with the purpose of improving the required skills and awareness of the locals to be able to run CBT ventures soon by themselves.

- What kinds of opportunities and resources exist for CBT development in Chin State?

  As the benefits: the village will receive electricity within this year and the road will be also paved within the next year after CBT was implemented, and other basic infrastructure development will be coming soon.

  Then, I am trying to provide handicraft trainings to the local people as most are uneducated people which will benefit to them by earning extra money and it is also attraction for the visitors.

  Sor Long is also the cultural or heritage village around Kampalet and culture is the most attraction for the visitors.

- What special futured plans and projects are exited for CBT development in Chin State?

  Currently, we do not have special plans and policies related or concerning to CBT. As you know, there are no such kinds of plans and policies for the whole country.

- Do you think that CBT can contribute the economic growth for the local community and that could be supported for poverty reduction?

  Yeah, CBT will support the economic benefits to the community and support the community development in many sectors if we could manage properly and corporately with government and other stakeholders.

- Are there any documents to CBT in Chin State or selected site of which I may obtain a copy?

  Ok, please give me your email address and I will send you the lists of numbers of visitors and our project plans.

3 Ngun Za Hmung

This informant is discussed mainly about CBT in Taisun!

1. What are the main objectives of CBT projects?
   The main objective of CBT in Taisun is to generate extra income for the local community and to attract more visitors while preserving the cultural heritages of the village as most houses in the village are still existed in traditional ways and the village itself is rich in culture. The village is also popular for the leader of Chin Con Bik.
2. How long have been operating CBT projects in Sorlong?
   We made three days' trainings related to tourism and service in March 2017 with the collaboration of Action Aid Myanmar and BIF– What is tourism? What is CBT? What are the positive and negative impacts of tourism? What are the attractions in this village? Mapping, then Food and Hygiene, Customer Service in Hospitality. After that we started to operate CBT in that village.
3. What kind of plans and policies are existed for the development CBT?
   Currently, we do not have proper plan and policy for CBT in Chin State. But we are trying to develop plan and policy through corporation with Chin State Tourism Development Committee and government. Lack of budget or finance is the main challenge in developing and drawing policy and plan, and the government cannot run any work without budget. However, we have plans to provide step by step basic trainings such as computer and English Proficiency, tour conducting, regional guide which has been implemented at Southern Part of Chin State, and destination management, etc. and we have already provided general trainings housekeeping, receptions, and services to the community.
4. Do we need CBT in Chin State or why we need CBT in Chin State?
   In Chin State, we have beautiful natural resources and unique cultures from different tribal groups, and we have a lot of potentials to promote tourism in Chin State and which will bring many benefits to the local community. In addition, most visitors including foreign tourists will like to explore our State, and we are now trying to attract more visitors to Chin State.
5. What types of benefits have been received by the community members since CBT has initiated?
   Through their participation in service sectors and performing dances and cultural shows to the visitors, they could earn extra income and sometimes they also provide

homestay to the visitors. For indirect benefits, they collect community fund from CBT income and they will spend again for the community. The state government also support the community in accessing water to this village and electricity is also available since CBT is operated which are the feasible benefits for the community. The road will be also repaved from Falam city for the better accessibility to the village.

6. How do the local communities participate in CBT venture?
   We divide jobs for the local people into sectors such as cook, housekeeping, guide, host family in routine, culture committee, financial committee, etc., and they will receive 70% directly in person and 30% will be collected for the community's fund by the CBT committee which will be applied as appropriate by the locals in health, education,
7. From the perspective of CBT, it is owned, managed and run by the community. So, do you think that the community members are able to run and manage CBT by their own?
   I don't think that they will not be able to run by themselves, and they will not more experiences and knowledge on tourism.
8. What are the general and main challenges facing CBT venture in Chin State in terms of services, transportation, accommodation, activities and interaction with visitors?
   Lack of awareness and knowledge: The local people are lacking knowledge on tourism and they are difficult to explain and understand the concept of tourism and the effects of tourism, and they do not know how tourism will benefit to their community. We should provide and share knowledge to the local to improve their awareness and capabilities.
   High expectation from CBT: they believe that CBT will bring many benefits within a short time and they expect too much from CBT when the visitors come to their villages. Moreover, they do not have idea to attract more visitors through developing activities and they are being lazy to make souvenirs even their village is being popular in making handicrafts.
   Weak Corporation of Stakeholders: we could not work cooperatively with the government, the local community and CBT committee. For those reason, the CBT was not developed and there are very few potentials in the future. There are sometimes misunderstanding between us and among the community. The locals are

also busy with their work, so they have not time for CBT. We cannot even make meeting without paying to the locals.

Poor Transportation: As Chin State is poor in infrastructure development, driving hour is too long while travelling across Chin State. So, there are very few visitors to Chin State and car rental service are very expensive with poor service compared to other regions in Myanmar which may affect the development of tourism in a long term in Chin State. If the airport near Falam can open within a few year and transportation services are improved, travelling to Chin State will be much easier than the previous and we can also attract more visitors to Chin State. If government can support in this infrastructure development sector, we could attract more visitors as a package tour.

Poor or Low Service Standard: Food are not enough hygiene and menus are very limited and only traditional foods are available. If the visitors want to try our traditional food, we do not prepare well, and we cannot show them with a good quality. We need to improve our traditional food and beverage with a new idea that will be also attraction for the visitors.

Lack of human capacity: the local people are lacking hard and soft skills to take care of visitors. Even we may provide some special trainings to some people, they could not give us promise to work within their village because they may find other works in other places if they have enough capacity. We should also consult the community members to be able to understand in deep tourism. They cannot even speak Burmese and English which may also cause language barriers when handling with customers.

Lack of fund: as we are not a big organization, it is very difficult to develop CBT in this village, and the transportation fees and living expenses are more expensive than other parts of Myanmar. Even when we go to this village for CBT cases the community did not support nothing for us and we must pay ourselves for meal, accommodation and travel expenses.

9. How do you try to solve those challenges and improve the CBT project?
   To be able to overcome those challenges; we must be able to collaborate with different stakeholders, especially to consult the local community members. I believe that the development of CBT may be not for a career change but only for an extra income. As I mentioned in the previous, we have plans to provide more trainings to the community.
10. What kinds of opportunities and resources exist for CBT development in Chin State?

The houses in this villages are also built in the ancient styles which can be observed by the visitors and Con Bik one of the most popular leaders in Chin history is born in this village so that the village is also known as Con Bik village.

Near the village there are also historical and ritual sites which can be promoted as tourism sightseeing and historical places which will be the significant and well-known factors for this village and acknowledged by the visitors.

Cultural Preservation: with the development of CBT in this village, we can preserve our culture by participating in traditional dances and festivals that will be acknowledged by the others. Most young people can also dance and sing our songs and dances compared to other regions in Myanmar which is also the benefits of CBT. Handicrafts are also available for tourist attractions, and the village has also potentials for tourist attractions and CBT development.

11. Do you think that CBT can contribute the economic growth for the local community and that could be supported for poverty reduction?

    I believe that CBT will be benefit to the local community if they can manage properly and collaborate with the government, NGOs and the local community. Moreover, this village has more opportunities than other regions because it is very closed to the airport which is under construction and if it could be finished in a short time.

12. Are there any documents to CBT in Chin State or selected site of which I may obtain a copy?

    We will help you as much as we can, and please feel free to ask and send us via email and we will please to help you.

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4 Zin Mar (Manager at Sor Long)

This informant is discussed about CBT in Sorlong

1. How long have been operating CBT projects in Sorlong?

   The CBT project was initiated by our company with the coordination of Action Aid and BIF.

2. What kinds of visitors are mainly focused to this village?

   We focus on both local visitors and foreigners, but foreigners visit here more than the local visitors.

3. What kind of plans and policies are existed for the development CBT?

There are no special policies and planning to CBT development, we just run with the agreement between our company and the local community through the acknowledgement from the government.

4. Can you explain me the operation system of CBT project in this village?
   The local people are divided into groups to perform different types of tasks and services to the visitors and they can also earn extra income from their participation. Marketing is mainly performed by the main office from Yangon, we mostly sell as a package tour and this package includes travelling and exploring around this village especially Mount Victoria.
5. What types of benefits have been received by the community members since CBT has initiated?
   CBT supports the local community as they have chances to sell their costumes, they can participate in cultural committee and earn money through performing their dances to visitors, they can also earn extra money from cook. I believe that CBT will contribute extra income and job opportunities for the local community, but it will be difficult to support their community development.
6. From the perspective of CBT, it is owned, managed and run by the community. So, do you think that the community members are able to run and manage CBT by their own?
   They have not enough confidence on their abilities and skills to run CBT by themselves and they have not enough interaction with the visitors, however, they will be able to run in the future.
7. What are the general and main challenges facing CBT venture in Chin State in terms of services, transportation, accommodation, activities and interaction with visitors?
   Transportation is the main challenge for attracting visitors to this village, especially there are no visitors during raining season from June to September. It is also very difficult to access with Kampalet. It is also not safety and security for visitors.
   The electricity is not available here, so it is sometimes the challenge for attracting customers and it is not satisfied with some customers, but it is also opportunities to experience the local ways of life.
   Marketing is also significant challenge for us because the locals could not make themselves and enough capacity to handle website, the main marketing is performed by our company from Yangon. So, we provide more packages.

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Lack of capacity is also challenge for CBT development and the community members are sometimes afraid to serve the visitors and they lack confidence because CBT is the new concept for them and they do not have enough experiences and knowledge on tourism.

Pricing is also the main constraint for attracting the local visitors because the price seems to be expensive compare to other hotels even though we provide all-inclusive service at our lounges including breakfast, lunch and dinner and we provide also dance if the visitors are more than 6, and some local visitors do not understand the value of traditional ways of life. However, the price is reasonable for the foreign visitors.

8. What kinds of opportunities and resources exist for CBT development in Chin State?
   Hospitality of the community members: the local people are totally friendly and welcomed every visitor and they are happy with the interaction of guests.
   There are also potentials to develop tourist activities as the village is rich in natural resources for promoting trekking, hiking, ecotourism, etc. The local cultures are also attraction of the visitors and the local could also conserve and promote their cultures. The local people will have more chance to sell their local products such as vegetables, their costumes, souvenirs, etc., the local market will be greater than the previous time.
9. Do you think that CBT can contribute the economic growth for the local community and that could be supported for poverty reduction?
   Yeah, why not, I undoubtfully believe that CBT will bring many benefits to the local community, and support the community development if the CBT could be managed with a proper plans and corporation of stakeholders.

5 Tin Zar Nwe

1. How long have been operating CBT projects in Sorlong?
   The CBT project was initiated by our company and the local community since January 2017. The main objective of CBT is to generate job opportunities and poverty reduction to the local community.
2. What kinds of visitors are mainly focused to this village?
   We focus both local and international visitors, but currently numbers of foreigners are higher than domestic visitors.
3. What kind of plans and policies are existed for the development CBT?

I don't know exactly about the plans and policies on CBT, but we have maintenance plans and so that we close our projects to renovate the community lodges and no visitors are allowed during this time.

4. Can you explain me the operation system of CBT project in this village?
   Marketing is performed by the main office from Yangon, and the community members are divided into groups to perform different tasks and to be able to participate all.
5. What types of benefits have been received by the community members since CBT has initiated?
   The community members can directly benefit from their participation in cultural shows and arts, providing homestay and other services sectors. They can also earn indirectly as community fund from CBT.
6. From the perspective of CBT, it is owned, managed and run by the community. So, do you think that the community members are able to run and manage CBT by their own?
   Some tasks could be performed by the community members without supports from other stakeholders, but, there will be many difficulties without supports from others.
7. What are the general and main challenges facing CBT venture in Chin State in terms of services, transportation, accommodation, activities and interaction with visitors?
   Transportation is the most significant challenge for the development of CBT in this village, and during rainy seasons there is not much safe for the visitors. Some local visitors sometimes complain that the price is too high even we provide full service including foods and accommodations and if the visitors are more than 5 people, we also provide cultural shows and dances.
8. What kinds of opportunities and resources exist for CBT development in Chin State?
   The visitors can explore the traditional lifestyle of the community and most visitors named this village as the chin village. Hence, this village is one of the best places to see the ancient living of Chin people. the surroundings area of the village is also good for the promotion of tourism activities. The local people are also friendly to the visitors.
9. Do you think that CBT can contribute the economic growth for the local community and that could be supported for poverty reduction?
   I believe that CBT will support the development of this community if more visitors come to this village and explore their unique culture and authentic food and beverage.

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6 Shin Thar Ling

She is the informant interviewed from Sorlong village

1. When did CBT initiate in your village? And why?
   CBT in our village has initiated since January 2017 and the main purpose is to promote job opportunities and economic development for our community.
2. What kind of activities and resources are the attractions for visitors in your village?
   Culture is the main sources of CBT in our village and we must develop our traditions and cultures to attract more tourists.
3. Do the community members are enjoyed when visitors come to your village and do you want to come more visitors here? Why?
   All the villagers are happy and satisfied with visitors for their visiting, they want to come more tourists. We believe that our economic opportunities will be increased if the numbers of visitors are increased in the near feature.
4. What kind of benefits do you hope to receive from CBT venture?
   All the villagers are happy and satisfied with visitors for their visiting, they want to come more tourists. We believe that our economic opportunities will be increased if the numbers of visitors are increased in the near feature.
   We also believe that CBT may support our community development, we do not have any conflicts between the visitors and the working committee, and the chances we got from CBT are benefits for us
5. In which activities the local community members are involved in relation to CBT?
   The community members are divided into six groups to run CBT in cooking and housekeeping, and one group for one month and another one group for one months. As a housekeeping, one of the family members must work for a month after that they should have been replace by others
6. Can the government and the others run and manage without acknowledgement and agreement from the community members?
   For me it is hard to say. It would be better if you ask the committee members and head of our village.
7. Do you think that you could run this CBT venture without support from tour companies, travel agents?

I believe that we can host and handle the visitors without national guides or interpreters from the tour company, and the visitors will be satisfied with our services and

8. What major challenges have been encountered regarding to CBT development in your village?

   In my opinion, transportation is the main challenge because most people are afraid to come here, and the road need to be improved.

   As we have limited knowledge on tourism, we could not make marketing by ourselves and marketing is mainly made by the travel company.

   Some visitors argue that the activities are too limited, and they could explore across our village in a short time if we could not perform cultural shows and dances. So, we should promote more tourism activities.

9. In which role the local community participates in solving and overcoming the challenges and constraints for CBT development?

   Even though we may not able to run CBT by ourselves, we try to serve our guests in our best and perform our arts and shows the best.

10. What kind of planning and project are existed to solve challenges of CBT development?

    I don't know about the planning and policies of CBT, but I think that the collaboration between community members, tour operators, and government for the development of CBT

11. What kinds of opportunities and different resources exist for CBT development in your village?

    As culture is the main attraction in our village, we can not only promote our culture, but we can also conserve our culture and tradition.

    Our surrounding environment is also very attractive so that we can also promote various tourism activities. At the same time, CBT will bring more economic benefits to our community.

12. What benefits have been resulted from CBT including infrastructure development for the community?

    Yeah, I believe that the transportation system will improve soon, and we will have a better healthcare facility in our village. Moreover, better education system will be the benefits for the young generations.

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13. Do you believe that CBT will become the main source of income for the community members and support community development?
    I also believe that CBT can will support our community development in a long-term

7 Yar Thar Ling (Accountant at CBT)

1. When did CBT initiate in your village? Why?
   Since January 2017, CBT in our village is started for creating employment opportunities, poverty reduction and community development.
2. What kind of activities and resources are the attractions for visitors in your village?
   Culture is the main attraction in our village, and we also have historical sites and face-tattooed to explore.
3. Do the community members are enjoyed when visitors come to your village and do you want to come more visitors here? Why?
   They enjoy the coming of visitors our village and they are become more aware of the benefits of tourism.
4. What kind of benefits do you hope to receive from CBT venture?
   For economic development; local people are participated in cooking and dancing, and they can directly earn money from that. Even the local people could not sell their traditional products directly to the visitors, the visitors buy sometimes which become as extra money for the locals.
   Some tourists watch face-tattooed, there is no price for taking photos, but visitors can pay as much as they can
5. In which activities the local community members are involved in relation to CBT?
   Similar answers with the informant
6. Can the government and the others run and manage without acknowledgement and agreement from the community members?
   In this case, the CBT project could run only with the agreement of the community, travel companies and the government.
7. Do you think that the community have full authorities and participate in decision-making and planning processes?
   Yeah, we should have the full authority as CBT is situated in our village and most participants are from our village.
8. Do you think that you could run this CBT venture without support from tour companies, travel agents?

Even we cannot speak English well, we are not afraid of tourists for taking care of them and we hope they will be satisfied with our relation

9. What major challenges have been encountered regarding to CBT development in your village?

   One of the significant challenges is that most visitors are stayed at Kampalet and they do not want to stay at here and they just come here for a short visit and explore our work because the costs of hostels and guest houses are cheaper than here. Therefore, we cannot earn too much money from our lodges.

   The transportation is also the main challenge for attracting more visitors to our village, and we cannot make marketing ourselves.

10. In which role the local community participates in solving and overcoming the challenges and constraints for CBT development?

    They fulfill the task given to them and they are willing to participate in CBT and other activities.

11. What kind of planning and project are existed to solve challenges of CBT development?

    I think, there is no special planning and projects to CBT projects, but we have maintenance plans for community lodge.

12. What kinds of opportunities and different resources exist for CBT development in your village?

    Culture and natural resources are the main attraction for the visitors and they can also explore our ways of life. There are many things that can be developed for tourism activities. The visitors can also visitor our nearby villages and sites through different packages from travel companies.

13. What benefits have been resulted from CBT including infrastructure development for the community?

    Our transportation system will be improved in the very few year and other healthcare facilities including for both locals and visitors.

14. Do you believe that CBT will become the main source of income for the community members and support community development?

    I undoubtfully believe that CBT will support to the socioeconomic development of our community and community development in the long-term if we could manage properly and systematically.

8 Dal Za Kham (Assistant Director of State's Tourism Department)

This key informant was asked mainly about CBT in Sorlong!

1. What are the specific and general objectives towards CBT development in Chin State?
   CBT could not run officially, and we do not provide license till 2019, they just begin with understanding because we do not have any official document on policy and planning on CBT. CBT in Sor Long was started with the two years contract between the local community and Forever Travel & Tour Company, after that CBT will be run by the local community themselves. CBT in Taisun was operated with the local community and the Backyard Travel & Tour Company.
2. What kinds of benefits are hoped to encounter through CBT development?
   The local people will have more job opportunities with the rise of tourism development and the increase in numbers of visitors. However, numbers of visitors are very low, and the benefits are not significant yet.
3. What is the main role of government and in which role the government participate in the promotion of CBT in Chin State?
   As out department is just opened a few months ago, we could not participate and involve too much in CBT projects and support for the promotion of CBT development. We cannot support in any CBT project because Department of Hotels and Tourism in Chin State was just opened in 2018 and we just trying to promote tourism from that time with the corporation of tour operators and agencies.
4. What legal document exists to regulate CBT in Chin State?
   As I mentioned previous, there is no policies and planning for CBT in Myanmar, we just run with the understanding between the locals and travel companies. The CBT's policies are just discussing and drawing in Naypyidaw and I hope the Ministry of Hotels and Tourism will release soon.
5. What mechanisms have been put to encourage community participation in CBT development? E.g., decision making, policy making
   Yes, I think the local community are the main decision-makers because the CBT project has been initiated with the agreement of the local community and the travel companies and the government could not do without the agreement from the local community. during the construction of the community lodges, the community are the main participants and they earned income from that which are extra income for them.

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6. What challenges have been encountered regarding to CBT development in Chin State?

   From my perspective on the main challenge for the development of CBT in Chin State is transportation that the roads are not fully paved, and landslide has occurred during raining seasons. So, it is difficult to travel across Chin State and it takes a long time on the way, and then, we need a better facilities of transport modes.

   The price on the hotels and accommodation are also higher than other regions in Myanmar, and which is also another challenge of tourism development in Chin State. the quality of the accommodations is also required to improved.

   The community people do not also have adequate knowledge and awareness on tourism and they have doubt on CBT projects which is also the challenge for promoting CBT in Chin State.
7. In which role the government participates in solving and overcoming the challenges and constraints for CBT development?

   Currently, we cannot support in this project and as you see our office was just open last year and we do have limited knowledge on tourism especially to CBT. I think that the state government, travel companies and the community will work corporately, plan for the development of CBT.
8. What kinds of opportunities and different resources exist for CBT development in Chin State?

   Chin State is blessed with the beauty of natural resources which could be evolved for the development of tourism and we also have a lot of cultural resources and heritages. At the same time, we could also promote and conserve our cultures and heritages as well.

   Moreover, we the Chin People are very friendly and hospitable to every single guest, the guests do not need to pay for the accommodation and food, and that is also our opportunities to develop tourism in our state.
9. What benefits have been resulted from CBT development for the community?

   Since the implementation of CBT in the village, the state government strongly support for the development of infrastructure such as transportation and healthcare facilities that are the benefits for the local community and visitors.
10. Do you think that CBT will be able to support the local development?

Yeah, I strongly believe that CBT will support the development of the local community through increasing economic and job opportunities, they will have a better livelihood.

9 Ni Hmung (Clerk at State's Tourism Department)

This informant mainly discussed about CBT in Taisun

1. What are the specific and general objectives towards CBT development in Chin State?
   The main goal of CBT in Taisun is to promote the job opportunities for the local communities besides from their normal works and to protect and promote the local cultures.
2. What is the main role of government and in which role the government participate in the promotion of CBT in Chin State?
   As a government, we could not support for the promotion of CBT, but training and workshop are provided to the community members, and the filed observation was conducted in the village and its surroundings before implementing CBT in Taisun,
3. What legal document exist to regulate CBT in Chin State?
   Currently, we do not have any document relating CBT.
4. What mechanisms have been put to encourage community participation in CBT development? E.g., decision making, policy making
   Most participants are from the local community members such as CBT Committee and Cultural Committee are composed with the locals, and the project has been initiated through the agreement of the local community.
5. What challenges have been encountered regarding to CBT development in Chin State?
   As you know, transportation system in Chin State is really bad which is the main challenge for tourism development in Chin State and we do not have airport in Chin State. That is why, the journey takes a long time in Chin State, so most people are afraid to visit Chin State.
   In addition, there are limited activities for the visitors due to lack of fund and the sightseeing could not be promoted even there are varieties of resources and sites that could be promoted as tourism destination. For example; the bridge built by the Japanese army during world war two and ritual sites during the ancient time. As a result, the visitors could explore the village and sightseeing within half-day tour.

6. Are there any other challenges from your opinions?

   Well, the accommodations need to be more attractive and sanitation in attracting visitors and competing with other CBT destinations in Myanmar. Hotels are also challenging factor for the local community because there is no hotels and guest houses in the village and the accommodation fees are more expensive than the motels and hostels from the city.

   The local food and beverage shall be promoted as those are not available always that could attract the visitors in making and production of those kinds of foods.
7. In which role the government participates in solving and overcoming the challenges and constraints for CBT development?

   Currently, we do not have any special plan and projects for CBT, but I think the travel company and the state government will make some projects soon.
8. What kinds of opportunities and different resources exist for CBT development in Chin State?

   At the village, there are free traditional houses which are available for the visitors but required to renovate and that will be also the conservation of the heritages as well. There are also a lot of sites and historical evidences to develop destinations and activities for the visitors, but the local people do not have fund and capacity to promote.
9. What benefits have been resulted from CBT development for the community?

   The local people are also willing to participate in CBT ventures as an advantage of CBT, and CBT will be also beneficial to the economic development of the community, but tourism in Chin State is as the beginning level and it is difficult to say exactly how CBT will benefit the community.

10 U Ling Mana (1)

This informant is representative from Sorlong

1. When did CBT initiate in your village? And why?

   After visiting Ministry of Hotels and Tourism U Ung Mawng and Chin State Minister of Electric, Energy and L, CBT has initiated in this village. Before the implementation of CBT, field observation was conducted in our village by forever top company travel and tour and other NGO, however, CBT venture could not be run without the agreement and from the local communities because we got experiences from previous

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NGOs who did not work for the development of our community and they just run some projects for their benefits. Therefore, some villagers did not agree at the beginning on CBT ventures, but they agree later, and CBT was initiated

2. What kind of activities and resources are the attractions for visitors in your village?
   Culture is the main attraction in our village and we have cultural committee from our village and we also represent our Kampalet areas. Most of the household have gardens and they are likely to transform their ways of living after implementing CBT to our village, however we need to maintain as tourism attraction.
3. Does the community members are enjoyed when visitors come to your village and do you want to come more visitors here? Why?
   There is no complains with the arrival of visitors to our village. I think that most villagers are also happy with the interaction of visitors. We want more visitors because we will gain more benefits when the numbers of visitors increase.
4. What kind of benefits do you hope to receive from CBT venture?
   With the implementation of CBT, the image of the village has increased, and most people become aware of our village. I hope that we will have more job opportunities and better chance to earn extra income from CBT. The revenue generated by CBT (from community lounges) was collected at bank and it will later spend for the local community (2017 will be spend for electric within the community house for wire, lamps, etc)
5. In which role/part the community members participate in CBT?
   The community members are divided into 4 to 5 groups with 5 to 6 people and they performed different tasks such as housekeeping, cooking, receptions, etc.
6. In which activities the local community members are involved in relation to CBT?
   In cultural committee, the participants are from our villages so that all age groups of villagers are able to participate in culture shows and dances and they could earn extra income from that.
7. Can the government and the others run and manage without acknowledgement and agreement from the community members?
   No, they could not run and implement any project without agreement from us because we had got experience from previous NGOs.
8. Do you think that the community have full authorities and participate in decision-making and planning processes?
   Yes, we have full authority on CBT.

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9. Do you think that you could run this CBT venture without support from tour companies, travel agents?

   No, I do not believe that we would not be able to run and manage this CBT project by ourselves because we do not have enough capacity, human resource, and we have limited knowledge on tourism. Most young people are working as civil servants in Kampalet. So, I think that we should receive more trainings and workshops and we will be able to run by ourselves soon.

10. What major challenges have been encountered regarding to CBT development in your village?

    We do not have enough community lounges, no electricity, poor transportation; but the government will develop those challenges. Moreover, the vegetables and meals are not enough for the visitors, so they must buy to Kanpalet or sometimes to Saw city Then, the villagers are not good in English or language barriers while interaction with foreigners, no capacity in people, and they don't have enough for reception or hospitality

    If there are not enough lounges for visitors, locals also accept homestay and they also take security for visitors.

11. In which role the local community participates in solving and overcoming the challenges and constraints for CBT development?

    We try to conserve our cultures and natural resources for the tourism attractions, we will promote more activities for the visitors.

12. What kind of planning and project are existed to solve challenges of CBT development?

    There is no still that kind of plans and projects for CBT development, but the travel company tries the villagers to provide trainings on handicrafts and souvenir making.

13. What kinds of opportunities and different resources exist for CBT development in your village?

    Culture is the main attraction in our village and the visitors can also explore homestay, our ways of living, faced-tattooed and they can also participate in cultural activities. Our surrounding village is also good for trekking and hiking, and visitor could also trek to Mount Victoria.

14. What benefits have been resulted from CBT including infrastructure development for the community?

The road becomes more improve and the government will pave within 2019, then, the electricity will be also available within 2019.

15. Do you believe that CBT will become the main source of income for the community members and support community development?
    I strongly believe that CBT will be benefit for our community development, the community members will have more jobs opportunities.

11 Ling Mana (2). Head of Village

This is the represent from Sorlong

1. When did CBT initiate in your village? And why?
   Since January 2017, CBT in our village has started to operate with the collaboration of Forever Top Travel & Tours Company. The main objectives of CBT in our village is to support our long-term community development in infrastructure development in term of electricity, paving the road and educational development such as library, construction for school, and for healthcare facilities, etc.
2. What kind of activities and resources are the attractions for visitors in your village?
   Now, culture is promoted as the main attraction of visitors and we are also trying to promote local weaving and trekking around our village.
3. Do the community members are enjoyed when visitors come to your village and do you want to come more visitors here? Why?
   There is no problem with tourists coming to our village, we are warmly welcomed who visit our village and serve as our best. The locals also believe that their income will increase if the numbers of visitors are increased.
4. What kind of benefits do you hope to receive from CBT venture?
   We can earn extra income from CBT and we hope that we will have more job opportunities and chances through CBT that will bring wider economic benefits to our community. The 80% of income from the accommodation will be collected for the community's fund which will be applied as appropriate and only 20% will be taken by the investors.
5. In which role/part the community members participate in CBT?
   Most participants in CBT projects are from our community members, and we can say that we run by ourselves but the staffs from travel company train and guide us.
6. In which activities the local community members are involved in relation to CBT?

The villagers are also participated in the construction of CBT lounges through collecting bamboos and we earned extra money from that. Through participation in cultural shows they could also earn money from that.

7. Can the government and the others run and manage without acknowledgement and agreement from the community members?
   No, the government and other stakeholders could not implement any policies and projects without our agreement and acknowledgement.
8. Do you think that the community have full authorities and participate in decision-making and planning processes?
   Yeah, we are the main decision makers so that we think we have full authority.
9. Do you think that you could run this CBT venture without support from tour companies, travel agents?
   No, we are afraid that the company will leave after two years and we must to run without them. We do not have confidence and capabilities to run CBT by ourselves.
10. What major challenges have been encountered regarding to CBT development in your village?
    We do not have human resources for guides and interpreters, and people who can speak foreign languages and handle well modern electronic device computers, laptops, etc., are working as a civil servant. We do not have enough knowledge and information on tourism. Transportation is also the significant challenge for the promotion of CBT as you can see there is very limited security and safety for the visitors. I think we may not also provide the same service compared to other regions in Myanmar, including the community lodge may not be attractive for some visitors.
11. In which role the local community participates in solving and overcoming the challenges and constraints for CBT development?
    As we do not have fund for CBT, we can participate through giving our time and to perform different tasks as much as we can.
12. What kind of planning and project are existed to solve challenges of CBT development?
    We do not have special planning for the development of CBT, but we have maintenance plans for the accommodations
13. What kinds of opportunities and different resources exist for CBT development in your village?

Culture is the main attractions for the visitor. As you can see most houses are still in ancient style and visitors can explore our ways of living and traditions including food and beverage.

14. What benefits have been resulted from CBT including infrastructure development for the community?
    After implementing CBT in our village, the state government will support for the development of transportation system through paving the road from Kampalet to our village for the better accessibility and the electricity will be available within next year.
15. Do you believe that CBT will become the main source of income for the community members and support community development?
    I strongly believe that CBT will support for our community development in the foreseeable future

12 Ha Khie Shein (National Guide)

This informant is mainly questioned about CBT in Taisun!

1. Do we need CBT in Chin State or why we need CBT in Chin State?
   Since tourism becomes one of the most important economic factors across the globe, we also definitely need tourism in Chin State for creating job opportunities and benefits to the communities especially CBT and Ecotourism to the rural communities.
2. How do the local communities participate in CBT venture?
   As much as I concerned, the main decisions are made by the local community and the agreement and acknowledgement of the community is required to implement any plans or policies that is the advantage of CBT projects. The participants in service sectors are the community so that the major benefits remain to the hand of the community.
3. What types of benefits have been received by the community members since CBT has initiated?
   Well, the locals could earn extra income through providing homestay and performing dances and culture shows to the visitors and further benefits from selling food and beverage. Sometimes the visitors donate some money for the community fund which is also benefits for the community.

4. Do you think that CBT can contribute the economic growth for the local community and that could support for poverty reduction?
   Yes, step by step and strategic planning for long-term and short-term and the collaboration of stakeholders are required in promoting CBT and generating benefits to the local community. If we could manage properly, CBT will contribute to the poverty reduction and community development.
5. How about the perceptions and satisfaction of the visitors to this village, can you share some experiences and feedbacks from the visitors?
   The visitors are really enjoyed because they can explore the traditional lifestyle of the community including the buildings which are rare in this century. I might say that they are satisfied with their visit, but there are still limited activities and sightseeing which required to promote, and transportation is difficult that other regions in Myanmar even the infrastructure has been developed more than few years ago.
6. What are the general and main challenges facing CBT venture in Chin State in terms of services, transportation, accommodation, activities and interaction with visitors?

- **Lack of awareness and knowledge:** As much as I concern, the local community should be consulted and provided trainings on CBT and Tourism to increase their awareness and knowledge. Some of the committee members have very limited awareness and knowledge on tourism, especially CBT.
- **Lack of Human Capacity:** From the local community members, people who can work full time on CBT, who can interact well with the visitors are very limited. Only few people could speak Burmese and English. In service sector, they cannot well provide good service and they also need to attend further trainings. There is also a threat that only some group of people (not from the community members) will benefit from CBT.
- **Poor Service:** Related to the lack or human capacity and knowledge on CBT, the service provided by the locals may not be satisfied for the visitors. The foods and beverages required more hygiene and authentic for the visitors, and the accommodations need to improve. Based on my experiences from other parts of Myanmar, the services in Chin State are commonly poor compared to other sites in Myanmar and the prices are also always higher that may affect the tourist’s satisfaction.
- **Limited activities:** Even the natural resources and cultures of the village has a lot of potentials to develop tourism activities and sites, these cannot develop till now. So

that the collaboration of governments, business owners, local communities, etc., are required.

7. What kinds of opportunities and resources exist for CBT development in Chin State?
   Handicrafts are also available for tourist attractions, and the village has also potentials for tourist attractions and CBT development
   Hospitality of Community Members: the community people are very friendly to the visitors either to tourists or local visitors which is the most important and best opportunity for the promotion of CBT venture in this village.
   Potentials of Tourism Products: As the village is popular with their history, there are lot of opportunities to develop tourists' activities and products. There will also chance to explore the culture of Falam people for both locals and foreigners.
   Moreover, the villagers could use electricity since the implementation of CBT and the road will be repaved again in the next years that are the significant benefits of operating CBT venture in this village.
8. Do you think that CBT can contribute the economic growth for the local community and that could be supported for poverty reduction?
   I believe that CBT will support the community development in many ways such as infrastructure development, healthcare facilities, and education. But the proper and strategic plans with a sustainable development will be required.

13 Yaung Nge (Clerk at State Hotels & Tourism Department)

1. What are the specific and general objectives towards CBT development in Chin State?
   The main goal of CBT in Chin State is to create employment opportunities for the local community and to reduce poverty while conserving the cultural and natural resources.
2. How long have been operating CBT in Chin State?
   CBT in Sorlong have been running since January 2017, and CBT in Taisun will be open soon.
3. What kinds of benefits are hoped to encounter through CBT development?
   I could not say exactly that how the community gets benefit from CBT because it is just the initial stage, but I hope the local people will receive a lot of benefits from CBT and they could also promote their local cultures.
4. What is the main role of government and in which role the government participate in the promotion of CBT in Chin State?

As a state hotels & tourism department, we could not support for the promotion of CBT, but we acknowledge the CBT projects and support in their promotion with the local communities and the travel companies.

5. What legal document exists to regulate CBT in Chin State?
   For Chin State, we do not have specific rules and regulations for CBT. There are some documents that are the proposal for CBT projects which are submitted to the state government by the travel companies.
6. What mechanisms have been put to encourage community participation in CBT development? E.g., decision making, policy making
   The major participants are from the community members and the travel companies also encourage the local community to be able to run CBT projects in their villages by themselves.
7. Does the local community have enough capacity to run the CBT themselves? If not, what kinds of trainings and workshops have been or will be provided for the community members to improve their capacity and ability?
   For the state government we could not support yet any kinds of trainings to the local community, but we are planning in the future to provide some basic training on tourism related services and computer literacy to the local community.
8. Do the government support for the development of CBT projects in terms of funding?
   Like training and workshop, we did not support financial aid to the local community, but we will request the state budget to the state government for CBT projects.
9. What major challenges have been encountered regarding to CBT development in Chin State?
   There are a lot of challenges for CBT development in Chin State, firstly, the community members including official from the state government have limited knowledge on tourism and they have doubt that how tourism could support for the betterment of the community and employment creation. So, we need to share the information relating to tourism for the enhancement of their knowledge and awareness.
   The transportation system is poor compared to other regions in Myanmar, so that is also another challenge for the development of tourism in Chin State, the journey takes a long time especially it is difficult to access during raining seasons and there are very few visitors in that time.

10. What kinds of opportunities and different resources exist for CBT development in Chin State?
    As culture is the main attraction in these CBT sites, we can promote and conserve our cultures not only for tourist attraction, but also to get benefits for the local communities. The local people could also participate in the cultural activities including women and young people, and they could earn extra money from that. The land is also rich in natural beauties, so we can also promote as tourism activities and protect our ecosystem through tourism.
11. Do you think that CBT can contribute the economic growth for the local community and that could be supported for poverty reduction?
    Yes, I believe that CBT will contribute to the local economic development and bring many opportunities to the community while conserving our cultures and heritages.

14 Pu Ngun Hre (Chairman at Taisun's CBT)

This informant is from Taisun village

1. When did CBT initiate in your village? And why?
   Since 2017 we have been running CBT in this village, but without special planning and support from government. We just run with the travel company.
2. What kind of activities and resources are the attractions for visitors in your village?
   After CBT was implement, we established Cultural Committee to entertain the visitors which is also the conservation of our culture and our culture will be more acknowledged, and the villagers can also earn more income through participating in that committee.
3. Do the community members are enjoyed when visitors come to your village and do you want to come more visitors here? Why?
   Generally, the residents are happy with the visitors and the interaction with them. They also believe that their economic system will improve with the rise of tourist numbers.
4. What kind of benefits do you hope to receive from CBT venture?
   With the development of CBT in this village, the local people will get more job opportunities beside from their normal jobs, and the socioeconomic of the community will increase. Moreover, we also collect community fund from CBT which will apply again for many sectors for the community.

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5. In which activities the local community members are involved in relation to CBT?
   We divide jobs for the local people into groups such as cook, housekeeping, guide, host family in routine, culture committee, financial committee, etc. Currently, the community
6. Can the government and the others run and manage without acknowledgement and agreement from the community members?
   I do not think that they could not do like that because we are working corporately with the government and travel company.
7. Do you think that the community have full authorities and participate in decision-making and planning processes?
   Yes, we should have full authority and power because CBT is situated in this village and most of the participants are from the villagers.
8. Do you think that you could run this CBT venture without support from tour companies, travel agents?
   It is difficult to say that we do not have too much knowledge and awareness related to tourism and without the support and contribution from travel company and the government we would not be able to run ourselves. We need more trainings and workshops to improve our capabilities and knowledge on tourism that will be the most effective way in promoting CBT in this village.
9. What major challenges have been encountered regarding to CBT development in your village?
   Money is the most challenging factor in this village in CBT development as we could not promote tourism activities this locality and build museum. Furthermore, we could not build and renovate the community lodges for visitors, so we must provide homestay.
   Transportation is also the significant challenge for the development of CBT in this village because the travel expense must spend more time and to money to get here and we do not have airport in Chin State. There is no sufficient safety and security in transportation system and some people are afraid of travelling to Chin State.
10. In which role the local community participates in solving and overcoming the challenges and constraints for CBT development?
    The community members are participated in service sectors and performing cultural activities, and they invest their time on CBT projects and other tourism related works.

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11. What kind of planning and project are existed to solve challenges of CBT development?

    Currently, we do not have specific plans and planning related to CBT development.

12. What kinds of opportunities and different resources exist for CBT development in your village?

    We have a lot of potentials for tourism development in this village and the village is also closed to the airport, but we don't have enough fund to develop which is also the main challenge. If we have adequate fund, we will be able to develop soon. Moreover, this village is the main village around this area since the ancient time and there are a lot of historical sites.

    Around this village, there are many places to develop as tourist destination sites and many activities which could be also implemented as hiking and trekking. At Manipur river, we can also make many activities.

    The villagers can also make pot through clay and other households' materials such as plate, spoon, etc., through wood which can also be sell to the visitors and the locals could earn more income

    Especially, Falam is also one of the historic places and a lot of heritages, so that I believe that the numbers of tourists will increase gradually, and the business opportunities will be more expanded.

13. What benefits have been resulted from CBT including infrastructure development for the community?

    The government supports us in accessing water to our village and the electricity has been available since the implementation of CBT. The road will be repaved again in the next year said one of the ministers from Chin State.

14. Do you believe that CBT will become the main source of income for the community members and support community development?

    Yeah, I believe that CBT will support the wider economic development and employment creation and we believe that CBT may become one of the main sources of economy for the community.

15 Roland (Head of Village)

This informant is representative from Taisun village

1. When did CBT initiate in your village? And why?

CBT was initiated with the agreement from the local people, travel company and acknowledgement from the government. The main aim of CBT is to create job opportunities and to generate income for the local community.

2. What kind of activities and resources are the attractions for visitors in your village?
   Currently culture is the main attraction for the visitors as our village is the main village since the ancient time and historical place for our Chin people.
3. Do the community members are enjoyed when visitors come to your village and do you want to come more visitors here? Why?
   I think the community members are happy with the coming of visitors to our village because our Chin people are very friendly to our guests and they believe that the economic benefits will increase if the numbers of visitors is rise.
4. What kind of benefits do you hope to receive from CBT venture?
   When we perform culture show and traditional dance, some tourists donate money for the participants and the participant could earn extra income from that and we also collect community fund which will be applied as require in many sectors such as education, health, etc.
5. In which activities the local community members are involved in relation to CBT?
   Similar answers with the informant
   Similar answer to Pu Ngun Hre
6. Can the government and the others run and manage without acknowledgement and agreement from the community members?
   First, they should tell and negotiate us what they want to do in our village, without our acknowledgement and agreement they could not do.
7. Do you think that the community have full authorities and participate in decision-making and planning processes?
   Yes, the main decisions are made with our agreement.
8. Do you think that you could run this CBT venture without support from tour companies, travel agents?
   I do not think that we could be manage and operate CBT venture by ourselves because we have limited knowledge and information on tourism and we do not have human resources who have adequate skills and knowledge on tourism.
9. What major challenges have been encountered regarding to CBT development in your village?

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We are currently building the museum to collect and show our traditional costumes and materials. We will collect the entrance fees for the local fund, but we do not have enough fund and we could not finish till now. We do not get any financial support from the government and from tour company.

As our village is potentials to develop activities and sightseeing, we are gradually trying to promote these sites, and lack of fund is also the challenges for the promotion of tourist sites and activities. In the ancient time, our village was also well-known for making pot from clay.

10. In which role the local community participates in solving and overcoming the challenges and constraints for CBT development?

    We could only give our time in building promoting sightseeing and performing cultural arts and activities.

11. What kind of planning and project are existed to solve challenges of CBT development?

    We don't have now, but I think that travel company and the government will do some plans for us.

12. What kinds of opportunities and different resources exist for CBT development in your village?

    As our village is the historical place for the Chin people, there are many things to observe here and one of the well-known Chin Leaders Con Bik is born in this village, so most people called our village as Con Bik village. Our houses are still building in the ancient styles and so other people called as heritage village. At Manipur river there is a bridge built by the Japanese Army and visitors can explore and spend fishing and other activities there. At the same time, we can promote trekking to there and also to Falam.

13. What benefits have been resulted from CBT including infrastructure development for the community?

    The state government will repave the road again in the next year for the better accessibility and the electricity has been also available since the implementation of CBT in our village.

14. Do you believe that CBT will become the main source of income for the community members and support community development?

    I think that CBT will bring many benefits to our community.

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Appendix F

Interview Photos & Photos from Fieldwork

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Photos from Sorlong Village

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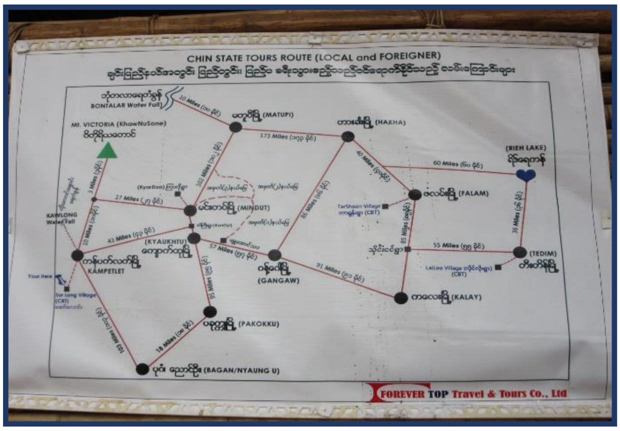
Photos from Taisun Village


CHIN STATE TOURS ROUTE (LOCAL and FOREIGNER)
BONTALAR Water Fall
10 Miles
Mt. VICTORIA (KhawNuSone)
(MATUPI)
173 Miles
(HAKHA)
(RIEH LAKE)
60 Miles
40 Miles
102 Miles
3 Miles
(KyarDoo)
27 Miles
(MINDUT)
86 Miles
(FALAM)
TarShoon Village (CBT)
36 Miles
KAWLONG Water Fall
20 Miles
43 Miles
(KYAUKHTU)
57 Miles
85 Miles
55 Miles
(TEDIM)
KAMPETLET
(GANGAW)
91 Miles
LaiLoo Village (CBT)
Tour Here
Sor Long Village (CBT)
95 Miles
(KALAY)
(PAKOKKU)
103 Miles
18 Miles
(BAGAN/NYAUNG U)
FOREVER TOP Travel & Tours Co., Ltd

NGALZAWL BRITISH CAMP
DURING 1890-92
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