



# **How can responsible tourism contribute to sustainable development in Myanmar?**

Workshop

Thursday 5 March 2020, 9:30 am – 12:15 pm CET



# Agenda

Time	Program
9:00 – 9:30	<i>Arrival of participants</i>
9:30 – 9:50	Welcome & Presentation of on-site assessment in Myanmar and Thailand
9:50 – 10:05	Developments and trends in tourism in Myanmar
10:05 – 10:15	Transcend developments with regard to Myanmar from European perspective
10:15 – 10:30	Prioritisation of assessment findings
10:30 – 11:15	Parallel discussions in working groups on two prioritised findings from the assessment
11:15 – 11:30	Presentation of discussions
11:30 – 11:45	Coffee break
11:45 – 12:15	Next steps and follow-up – where to go from here?

# Objectives of the Workshop

- Having an overview about the human rights and business framework in general
- Having a closer look at the situation in Myanmar and identifying ways for cooperation
- Prioritize actions and define roles of different stakeholders
- ... up to you!

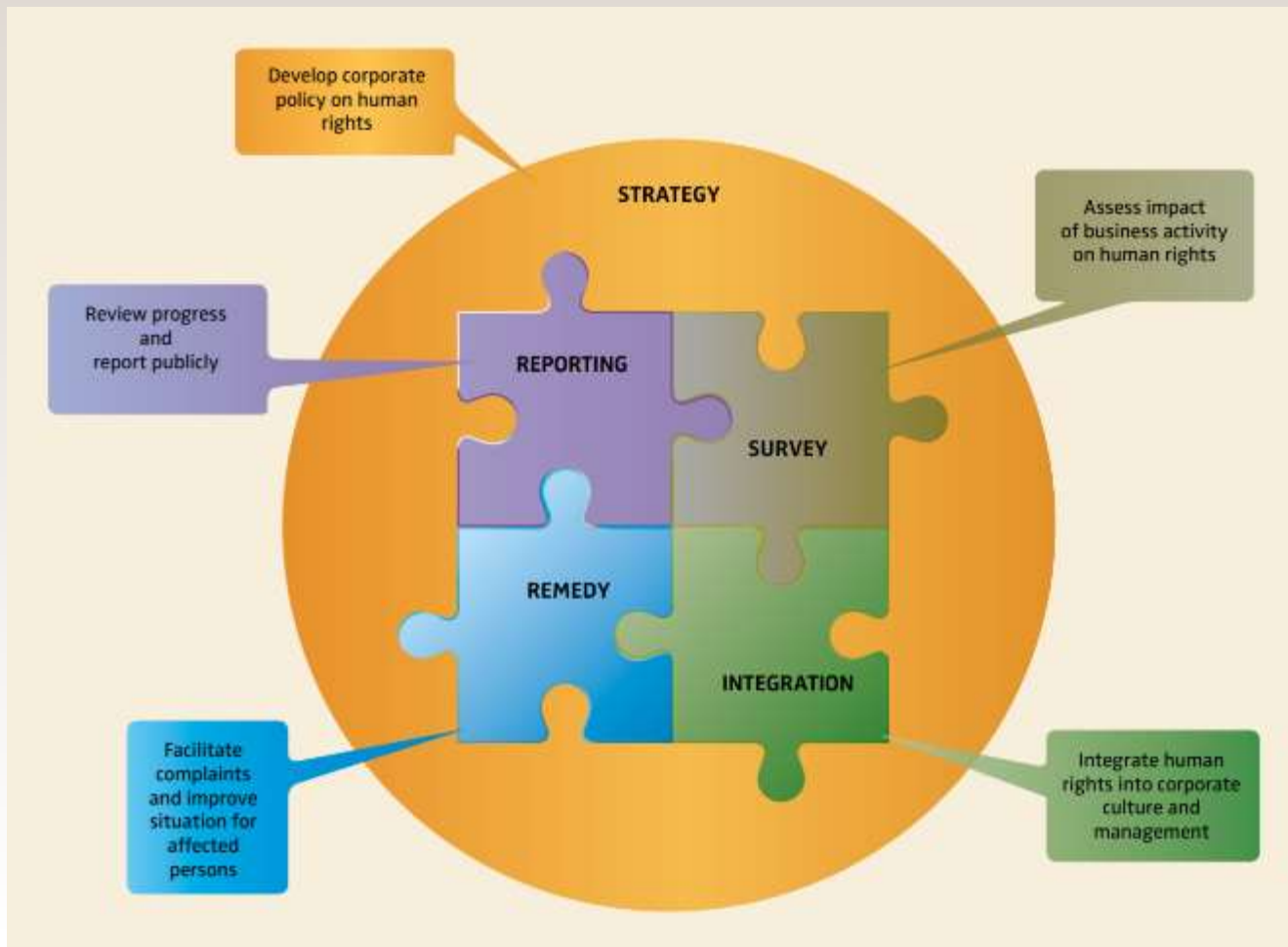
# Due diligence and corporate responsibility

## UN Guiding Principles on Business and Human Rights (Ruggie, 2011)

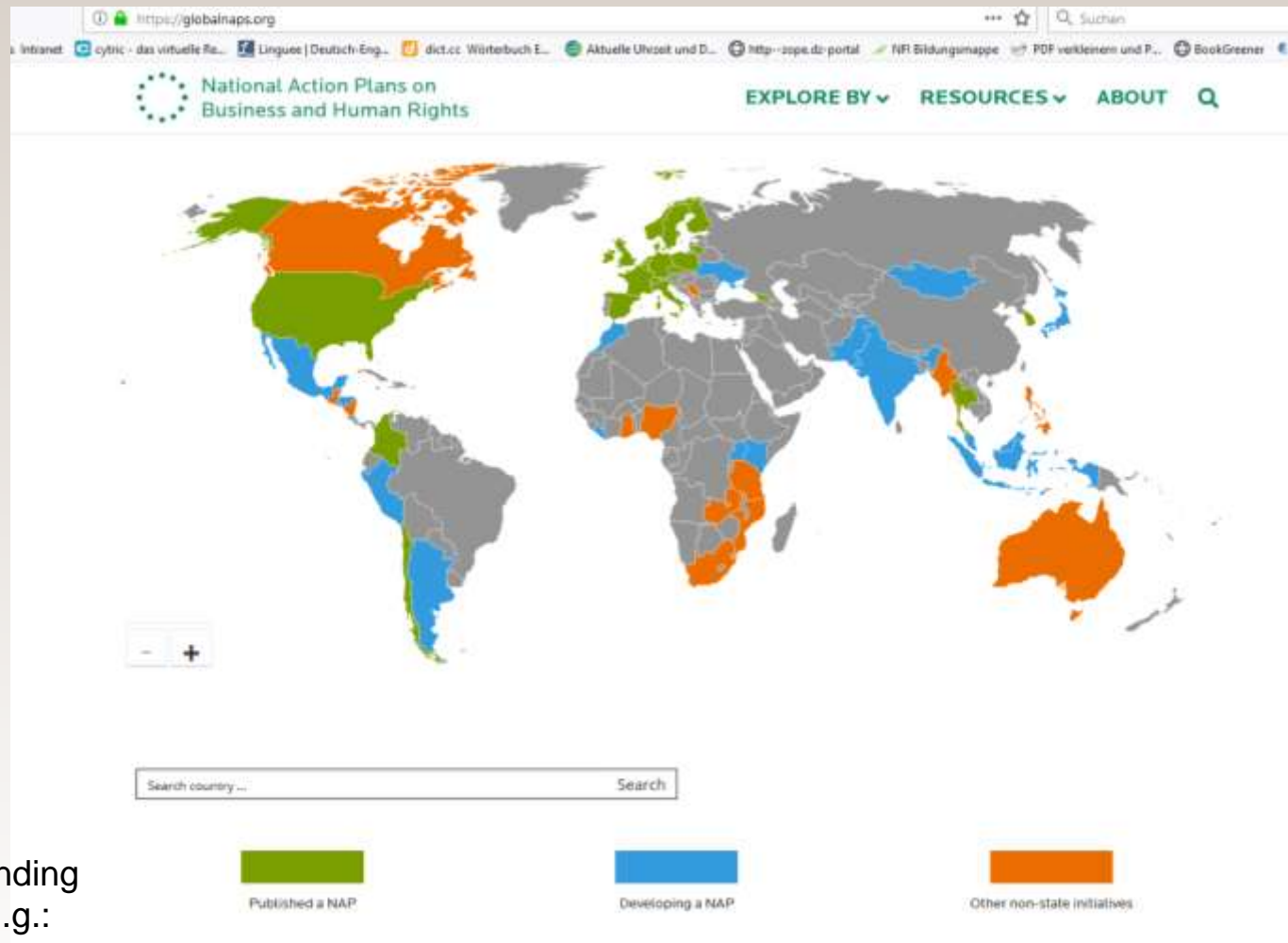
- Internationally agreed reference framework for economy, justice, politics and civil society
- Apply to all States and to all business enterprises, regardless of their size, sector, location, ownership and structure
- Specifying corporate responsibility to respect human rights
- Framework for other international conventions and frameworks (e.g. EU, OECD...)

“Protect, Respect and Remedy” Framework		
State duty to protect	Corporate responsibility to respect	Access to Remedy
States’ international human rights law obligations require that they respect, protect and fulfil human rights. This includes the duty to protect against human rights abuse by third parties through appropriate strategies, regulation and jurisdiction.	Businesses have the responsibility to respect all human rights. Hence, they must act with due diligence and avoid infringing on the rights of others.	Victims of business-related human rights abuse need better access to judicial and non-judicial means that allow them access to effective remedy, such as compensation or punitive sanctions.

# Guided by existing frameworks



(Source: Roundtable Human Rights in Tourism (2016): Human Rights in Tourism – An Implementation Guideline for Tour Operators, <https://www.humanrights-in-tourism.net/implementation-guidelines>, p. 12.)



+ laws and binding legislation e.g.:

Modern Slavery Act UK 2015

Loi de Vigilance, France 2017

EU CSR-Reporting law, 2018

Modern Slavery Act, Australia 2018

Wet Zorgplicht Kinderarbeid, The Netherlands, 2019

Laws expected also in Austria, Switzerland, Germany



# Roundtable Human Rights in Tourism

## Tourism businesses feel need to

- be familiar with the connections of their own economic activities and supply chains with various aspects of human rights
- define how corporate responsibility to respect human rights / due diligence looks like on operational level
- exchange and develop sector-specific instruments / tools for support

## Roundtable Human Rights in Tourism

- ❖ A non-profit multi-stakeholder initiative, taking the UN Guiding Principles as basis for the engagement
- ❖ Participation is open to all actors who identify with the principles of the Roundtable and commit to human rights due diligence.
- ❖ Since October 2012 as a competitive-free platform for exchange and joint activities
- ❖ Since October 2015 registered as an association under German law
- ❖ Since September 2017 with a funded coordination office

# Roundtable Human Rights in Tourism



5 March 2020



## Commitment on Human Rights in Tourism

In our activities in the tourism industry, especially as tour operators, we work on a daily basis for and with people: customers, employees including subcontractors, and the local population in destinations. These people are the basis for our business success and the quality of the services we provide. We respect their human rights and rights.

We acknowledge the Universal Declaration of Human Rights and its legal binding implementation instruments as the basis for our business activities, in particular:

- the International Covenant on Civil and Political Rights
- the International Covenant on Economic, Social and Cultural Rights, as well as
- the Labour Standards of the International Labour Organisation (ILO).

Tourism involves many aspects of human rights, such as the right to information and participation in decision-making processes, to protection against discrimination, to housing, food, water, health and education, to work with dignity, to join trade unions, to protection against forced labour and to privacy. Moreover, the human rights of particularly high-risk groups must be protected, especially migrant workers, children, women, indigenous people and people with disabilities.

We welcome the Guiding Principles on Business and Human Rights (Ruggie) of the United Nations Human Rights Council. On their basis, we commit to our human rights responsibility and due diligence in tourism:

1. We have a human rights-based corporate policy.
2. We know the scope of our corporate responsibilities, we carefully check the impact of our business activities on human rights.
3. We integrate human rights policy into our corporate culture, into the business management and into our cooperation with subcontractors.
4. We implement an appropriate grievance mechanism and strive to provide remedy in case of human rights abuse.
5. We frequently review the progress of our measures and report publicly.

We pursue the aim to improve the human rights situation in the destinations where we are active. In dialogue with our employees and external stakeholders, we conduct – within the scope of our influence – the implementation of human rights due diligence and agreed goals for continuous improvement.

Phase: Date

Tourism Enterprise

Signature:

as of Dec 27/2021



## HUMAN RIGHTS IN TOURISM

An Implementation Guidebook for Tour Operators

## Value chain risk analysis

Travel organisation & booking



HRMS & SDGs

### Children's rights

In many destinations, tourists may be approached by children on the streets or be in contact with children when they visit tourist

Local communities

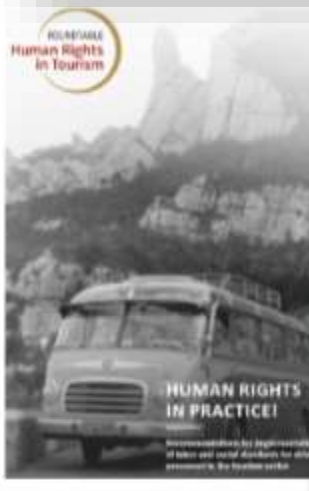
### Community impact

When planning new tourist destination offers, the interests and needs of local communities are often not sufficiently taken into

HRMS & SDGs

### Community impact

The behaviour of tourists, who sometimes lack knowledge of and respect for local traditions, customs and religion, can have



## TOURISM IN FRAGILE CONTEXTS

Contributions by tourism and communication strategies for the implementation of human rights due diligence



## HUMAN RIGHTS IMPACT ASSESSMENT THAILAND & MYANMAR

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Who we are Our Commitment What we do Get Started Get involved

## Human Rights Impact Assessment

Identify the human rights-related impacts caused by your business operations – Step by step!

Why should you conduct a human rights impact assessment (HRIA)?

1. To provide you with a more precise understanding of the **human rights context** of your operations and business relationships in a host country; and
2. To identify, grade and respond to potential or actual **human rights impacts** caused by your operations or by your business partners along the value chain;
3. To define and implement **suitable follow-up measures** to mitigate the identified human rights-related impacts.



# Roundtable at tourism fairs



2017: Kevin Curran,  
Unite the Union, UK



2018: Herman Kumara,  
NAFSO, Sri Lanka



2019: Myriam Barros,  
Las Kellys, Spain



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Travel Trade  
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# Roundtable Conferences

2017 – Frankfurt – Human Rights in the hospitality sector

2018 – Vienna – Human rights and tourism in the 2030 Agenda for sustainable Development

2019 – Utrecht – Human Rights and Equality in Tourism

2019 – Berlin – Workshop Human Rights Impact Assessments

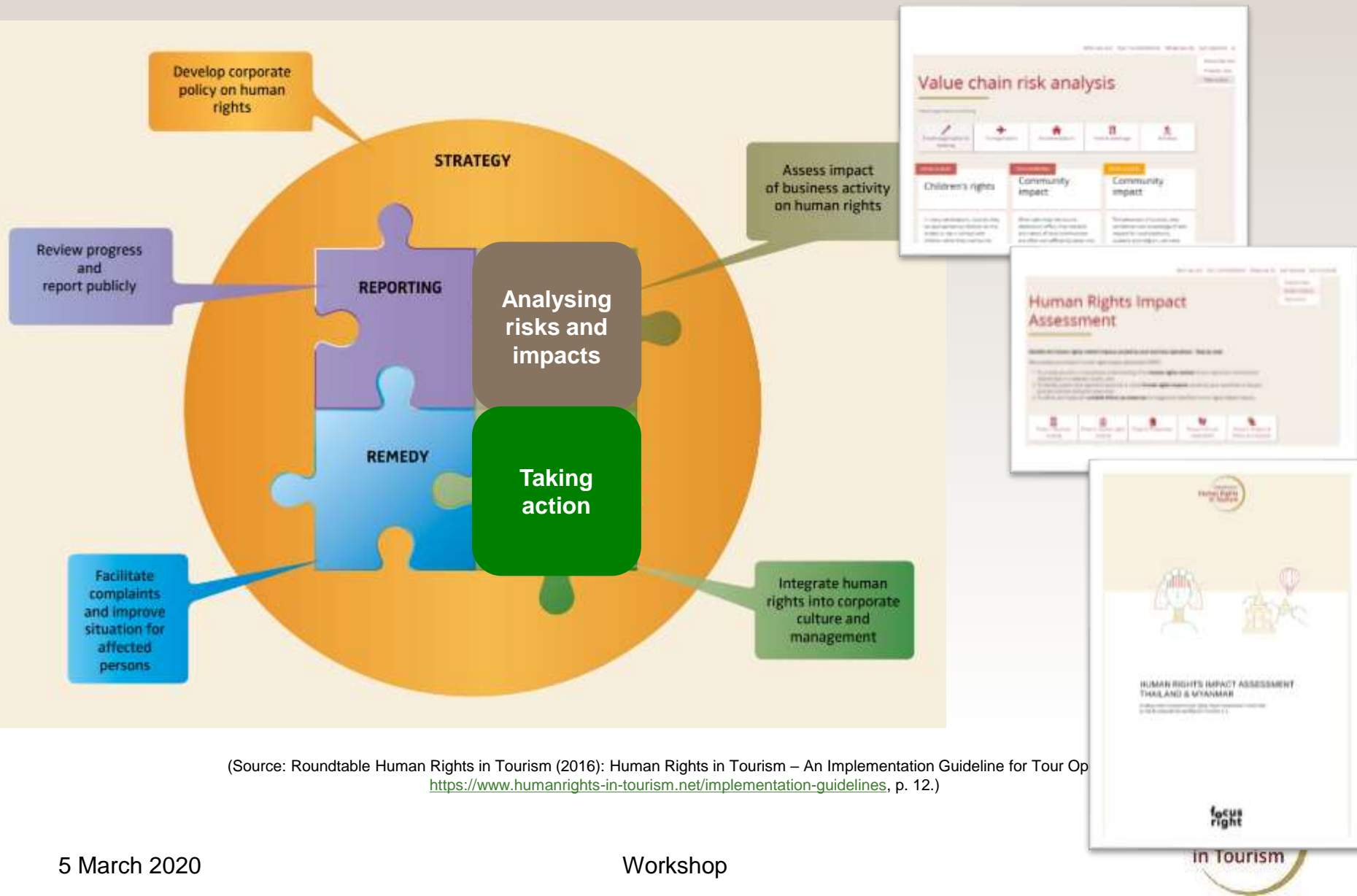
Since 2019 – various Webinars

NEXT: 25 June 2020, Zurich  
How to Create Social Benefits in Tourism





# Where we are today?



(Source: Roundtable Human Rights in Tourism (2016): Human Rights in Tourism – An Implementation Guideline for Tour Op  
<https://www.humanrights-in-tourism.net/implementation-guidelines>, p. 12.)



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Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Department of Foreign Affairs FDFA

# Human rights impact assessment Thailand and Myanmar

Berlin, 5<sup>th</sup> March 2020



# Two projects complementing each other

## Development of practical guidance (GIZ funded)

Time	May- September 2019	October 2019
Main activities	<ul style="list-style-type: none"> <li>◦ Development of practical guidance for tour operators with a focus on medium and small businesses (blueprint) incl. training of RT members during process</li> <li>◦ Integration in get-started tool</li> </ul>	<ul style="list-style-type: none"> <li>◦ Finalization of blueprint based on value chain assessment</li> <li>◦ Dissemination of findings and practical guidance to tourism enterprises</li> </ul>
Output	<ul style="list-style-type: none"> <li>◦ Draft blueprint</li> <li>◦ IT-concept for integration in get started tool</li> </ul>	<ul style="list-style-type: none"> <li>◦ Final blueprint: practical guidance that can be applied by tourism enterprises</li> </ul>

## Value chain assessment (FDFA co-funded)

### Follow up measures

Time	June / July 2019	September / October 2019	November – March 2019 / 2020	January 2020 onwards
Main activities	<ul style="list-style-type: none"> <li>◦ Planning &amp; scoping</li> </ul>	<ul style="list-style-type: none"> <li>◦ Destination assessment &amp; consolidation of findings</li> </ul>	<ul style="list-style-type: none"> <li>◦ Action plan &amp; Dissemination</li> <li>◦ ITB presentation / Panel</li> </ul>	<ul style="list-style-type: none"> <li>◦ Implementation of action plan</li> </ul>
Output	<ul style="list-style-type: none"> <li>◦ Stakeholder map;</li> <li>◦ Scoping paper;</li> <li>◦ Value chain map;</li> <li>◦ Detailed impact assessment plan</li> <li>◦ Interview guidance</li> </ul>	<ul style="list-style-type: none"> <li>◦ Destination assessment draft report</li> </ul>	<ul style="list-style-type: none"> <li>◦ Action plan including concrete recommendations</li> <li>◦ Final impact assessment report</li> <li>◦ Presentation at ITB Berlin in March 2020</li> </ul>	

## Build internal understanding and training of RT members



# HUMAN RIGHTS IMPACT ASSESSMENT THAILAND & MYANMAR

A value-chain-focused human rights impact assessment conducted  
by the Roundtable Human Rights in Tourism e. V.



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"If companies, communities and  
tourists do not understand human  
rights, you will get exploitation."

CSO representative during kick-off workshop



# The goal of the human rights impact assessment

1. Conduct an ***exemplary impact assessment in Thailand and Myanmar*** applying a ***multi-stakeholder*** approach and ;
2. to develop an action plan for follow-up measures.

The result and methodology applied provides tour operators with practical guidance to conduct further impact assessments.

## In particular the project aims at:

- Facilitating access to sector-specific information on social issues for tour operators in the two countries;
- Providing support to tour operators for the identification and prioritization of risk areas within their own business;
- Guiding tour operators in taking concrete measures to address human rights risks and implement due diligence strategies in a targeted and pragmatic manner;
- Defining appropriate mitigating actions;
- Fostering partnership with local key stakeholders, including employees, suppliers, NGOs and other businesses and organisations.

# The project was separated into five phases

The project applied a step-wise approach that is aligned with existing methodologies in the context of impact assessments. The process described below follows the guidance and toolbox developed by the Danish Institute for Human Rights.



Phase 1: Business  
scoping



Phase 2: Human rights  
scoping



Phase 3: Preparation



Phase 4: On-site  
assessment



Phase 5: Analysis &  
follow-up measures

# What is a social value chain assessment?

- It includes meaningful engagement with rights-holders and is seeking to understand positive and negative impacts on rights-holders;
- Process-oriented: focus on participation and inclusion,
- It focuses on the touristic value chain;
- The assessment seeks to explore root causes of potential negative impacts;
- An assessment should be followed by a public, time-bound action plan that responds to its findings and recommendations

# Issues considered

During the assessment, we considered various issues – for example:

- **Employee rights and protection** (e.g. salaries, overtime), especially for groups like women, people with disabilities, migrant workers, seasonal workers, young workers
- **Security/Safety** of employees and customers
- **Customer** protection and information
- Screening, selection, evaluation and monitoring of **suppliers, contractors, business partners** with regard to labour rights and broader sustainability issues (water, land, communities)
- **Women's** rights and protection
- **Children's** rights and protection
- **Community** impacts and engagement (e.g. competition over limited resources such as water)
- **Infrastructure development**

# scope of impact assessment



## Travel organisation & booking

- European TOs (RT members)
- DMCs



## Transportation

- Minivan / car
- Airport transfers
- taxis
- Horse carts
- Boats
- Tuk-tuks



## Accommodation

- Hotels
- Guesthouses
- Homestays
- CBTs



## Food & beverages

- Restaurants
- Street food
- Bars
- Teashops



## Activities

- Cultural heritage sites
- Shopping
- Excursions
- CBTs
- Hiking
- (Monastery) schools



# On-site consultations

6 Sept

17 Sept



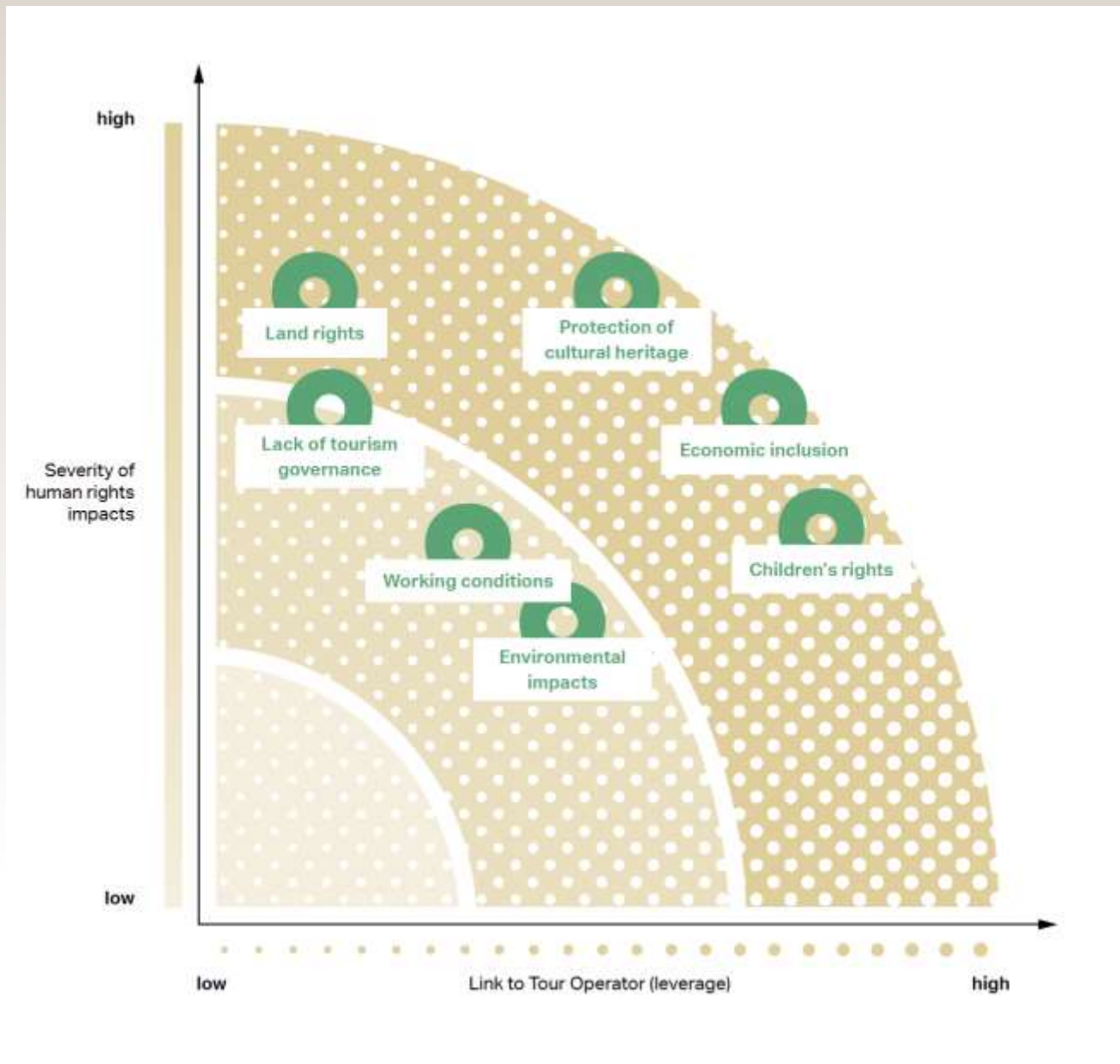
# Scope in Myanmar: Yangon, Inle lake, Bagan and Mandalay



# Who we met in Myanmar

Ubain Bridge / Amarapura	Mandalay	Mingun	Myaing CBT villages	Bagan	Inle lake	Yangon
<ul style="list-style-type: none"> <li>• Street vendors</li> <li>• Boat drivers</li> <li>• Weaving / souvenir shop</li> </ul>	<ul style="list-style-type: none"> <li>• Tour guide groups</li> <li>• Hotel management &amp; staff</li> <li>• Paung Daw Oo school</li> <li>• Souvenir production</li> <li>• Transportation company</li> </ul>	<ul style="list-style-type: none"> <li>• Street vendors</li> <li>• Tour transport drivers</li> <li>• Pagoda trustee</li> </ul>	<ul style="list-style-type: none"> <li>• CBT management</li> <li>• CBT village committee members</li> </ul>	<ul style="list-style-type: none"> <li>• Tour car drivers</li> <li>• Street vendors</li> <li>• Bagan Heritage Management teams</li> <li>• Tour guide groups</li> <li>• Hotel staffs</li> <li>• Horse cart drivers</li> <li>• Sunset boat drivers</li> <li>• School</li> <li>• Souvenir shops &amp; production</li> <li>• Incoming agent</li> </ul>	<ul style="list-style-type: none"> <li>• Incoming agent</li> <li>• (vocational training) schools</li> <li>• Boat production</li> <li>• Weaving / souvenir shop</li> <li>• UN-Organisations</li> <li>• Women's network</li> </ul>	<ul style="list-style-type: none"> <li>• Certifier</li> <li>• Research / think tank</li> <li>• Incoming Agent</li> <li>• UNESCO</li> <li>• Recycling company</li> <li>• Responsible souvenir shop</li> <li>• Embassy of Switzerland</li> </ul>

# Issue areas in Myanmar





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