



Social value chain assessment Thailand and Myanmar

Roundtable Human Rights in Tourism



About the Roundtable

The Roundtable Human Rights in Tourism (Roundtable) acts as an open network to support businesses on their way to respect human rights in tourism according to the UN Guiding Principles on Business and Human Rights (UNGPs). In this context it aims to develop practical orientations for the entrepreneurial activities of its members in accordance with the UNGPs. The development of an in-depth methodology and practicable, transferable tools for conducting a structured tourism social value chain assessment will be a very important and meaningful contribution for RT members.

<https://www.humanrights-in-tourism.net/>



The goal of the project

The aim of the project is to conduct an exemplary social value chain assessment in Thailand and Myanmar applying a multi-stakeholder approach and to develop and implement an action plan for follow-up measures. The result and methodology applied shall provide tour operators with practical guidance that will be a “blueprint” to conduct further value chain assessments.

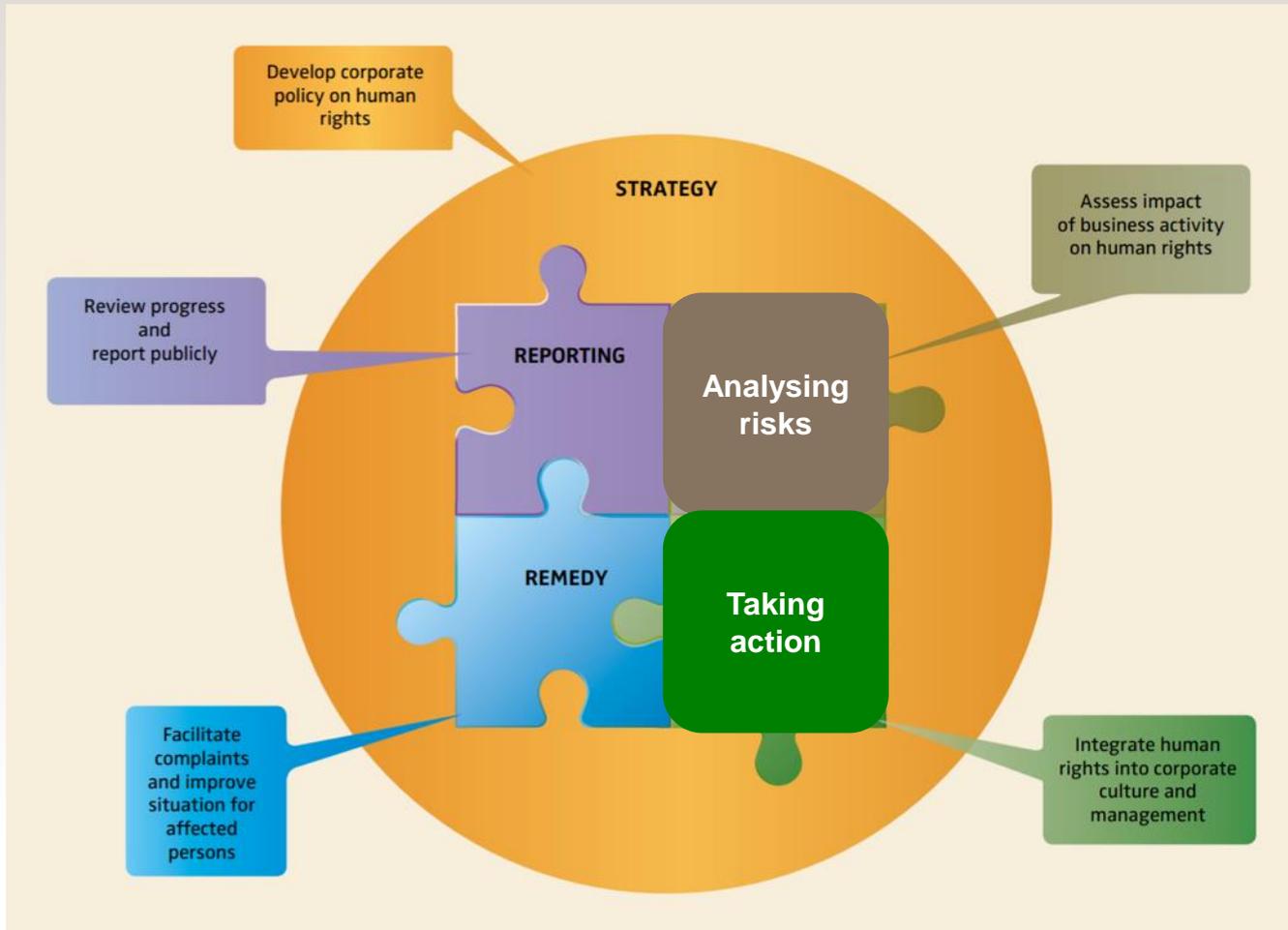
In particular the project aims at:

- Facilitating access to sector-specific information on human rights 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.

Expected results

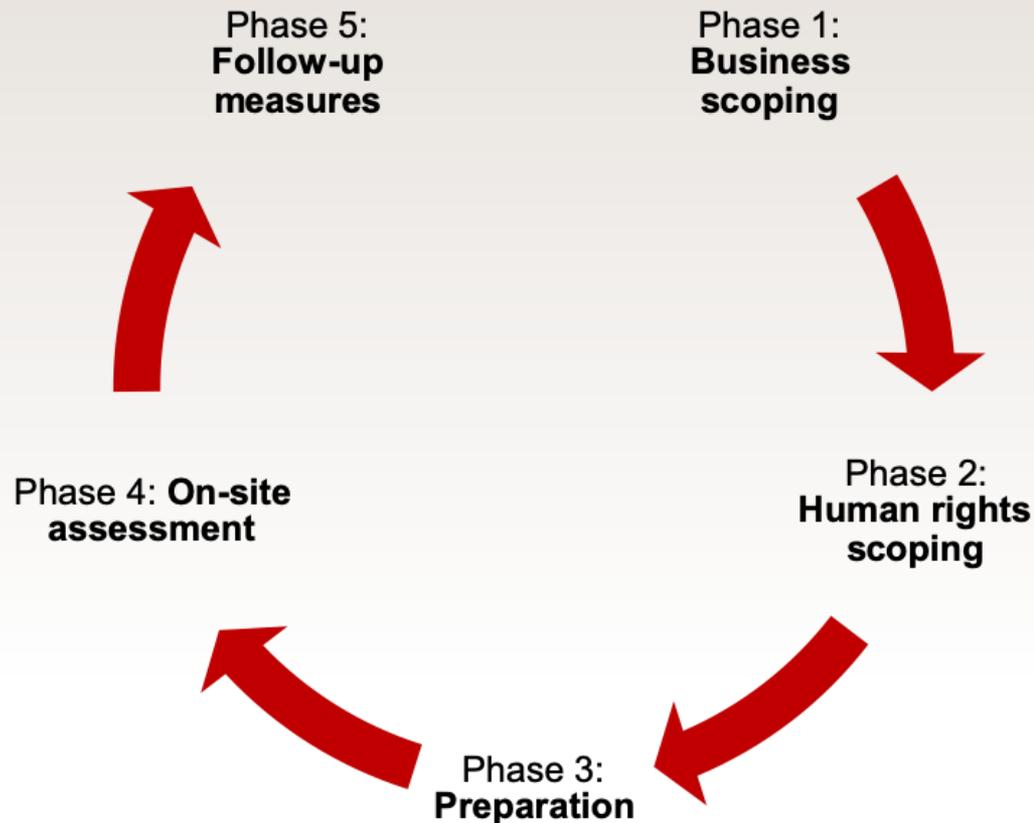
- Pilot social value chain assessment is conducted;
- A Report summarizing the main findings and possible improvement/mitigation measures is published;
- Concrete follow up measures have been agreed and communicated to stakeholders;
- Interested stakeholders are involved to ensure knowledge transfer and capacity building along the process both in the sending country and in the destination;
- An exemplary approach has been implemented and transferable tools have been developed;

The project is guided by existing frameworks



The project is separated into five phases

The project will follow 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.



Project Plan

1 Scoping & Preparation

2 On- site assessment and consolidation of findings

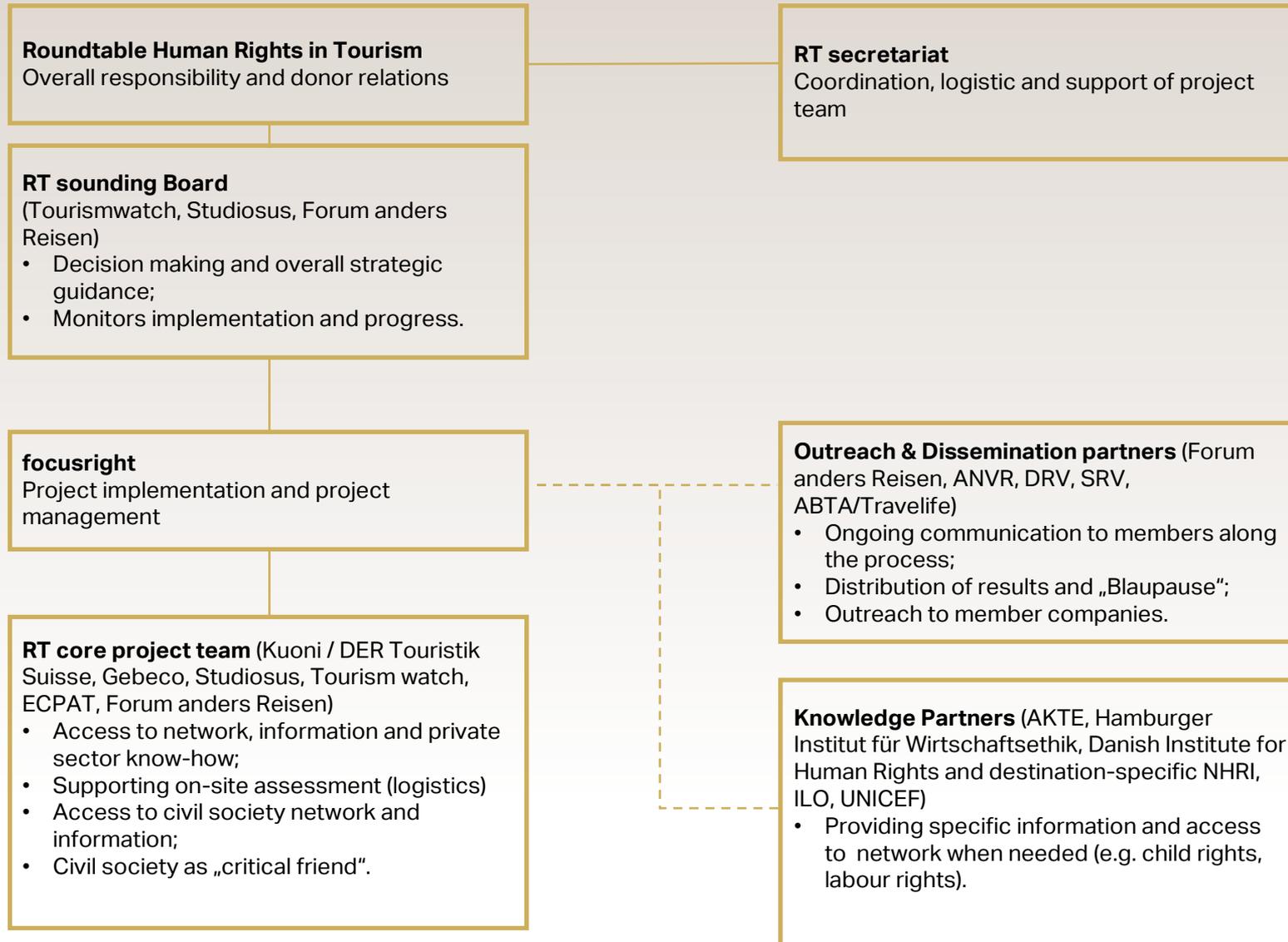
3 Follow up & Dissemination

| Time | June / July 2019 | September / October 2019 | November – March 2019 / 2020 |
|-----------------|--|--|---|
| Main activities | <ul style="list-style-type: none"> ◦ Desktop research to understand the context; ◦ Stakeholder mapping and analysis; ◦ Value chain mapping; ◦ Setting up assessment team; ◦ Detailed workplan and interview guidance; ◦ Identify local partner organisations | <ul style="list-style-type: none"> ◦ Country visit: collecting evidence on the potential and actual impacts on human rights; ◦ Interviewing key informants and relevant stakeholders; ◦ Synthesising information; ◦ Consultation of draft report with key stakeholders | <ul style="list-style-type: none"> ◦ Identification of measures that will help avoid, minimise and mitigate impacts; ◦ Dissemination of findings to stakeholders in selected destination; ◦ Finalizing report ◦ Presentation of results at ITB Berlin in March 2020 |
| Output | <ul style="list-style-type: none"> ◦ Stakeholder map; ◦ Scoping paper; ◦ Value chain map; ◦ Detailed impact assessment plan ◦ Interview guidance | <ul style="list-style-type: none"> ◦ Destination assessment draft report | <ul style="list-style-type: none"> ◦ Action plan including concrete recommendations ◦ Final impact assessment report ◦ Presentation at ITB Berlin |

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

Project organisation

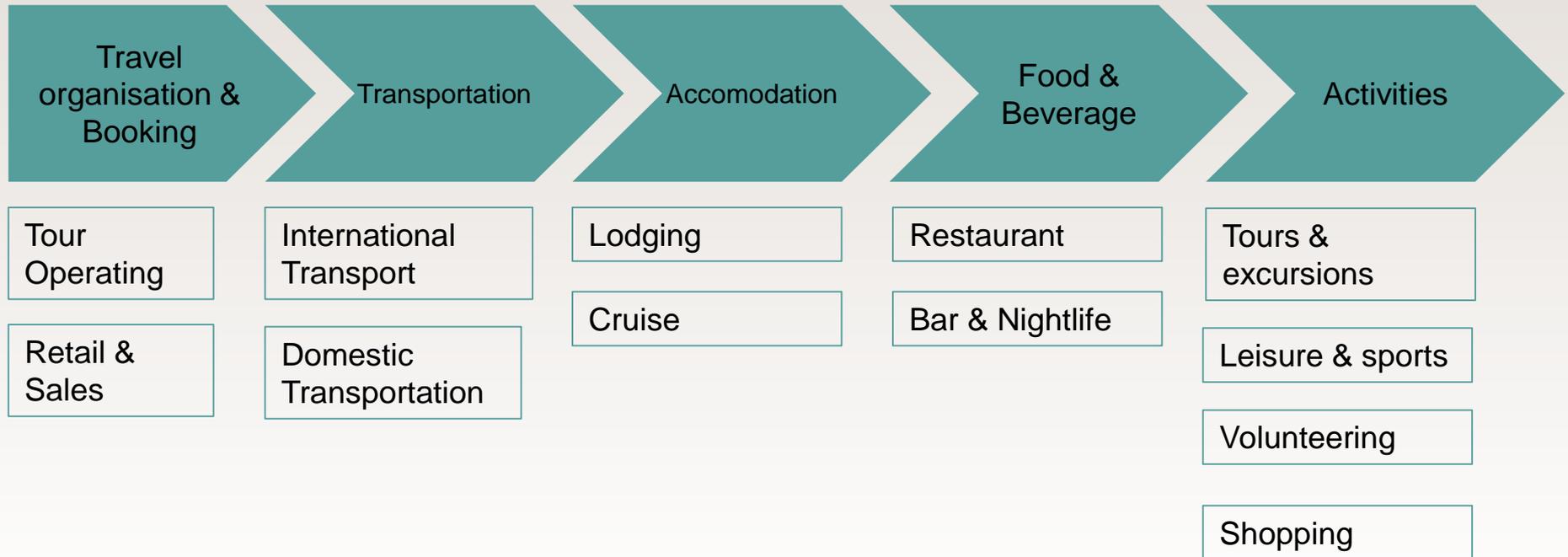


Potential issues and topics

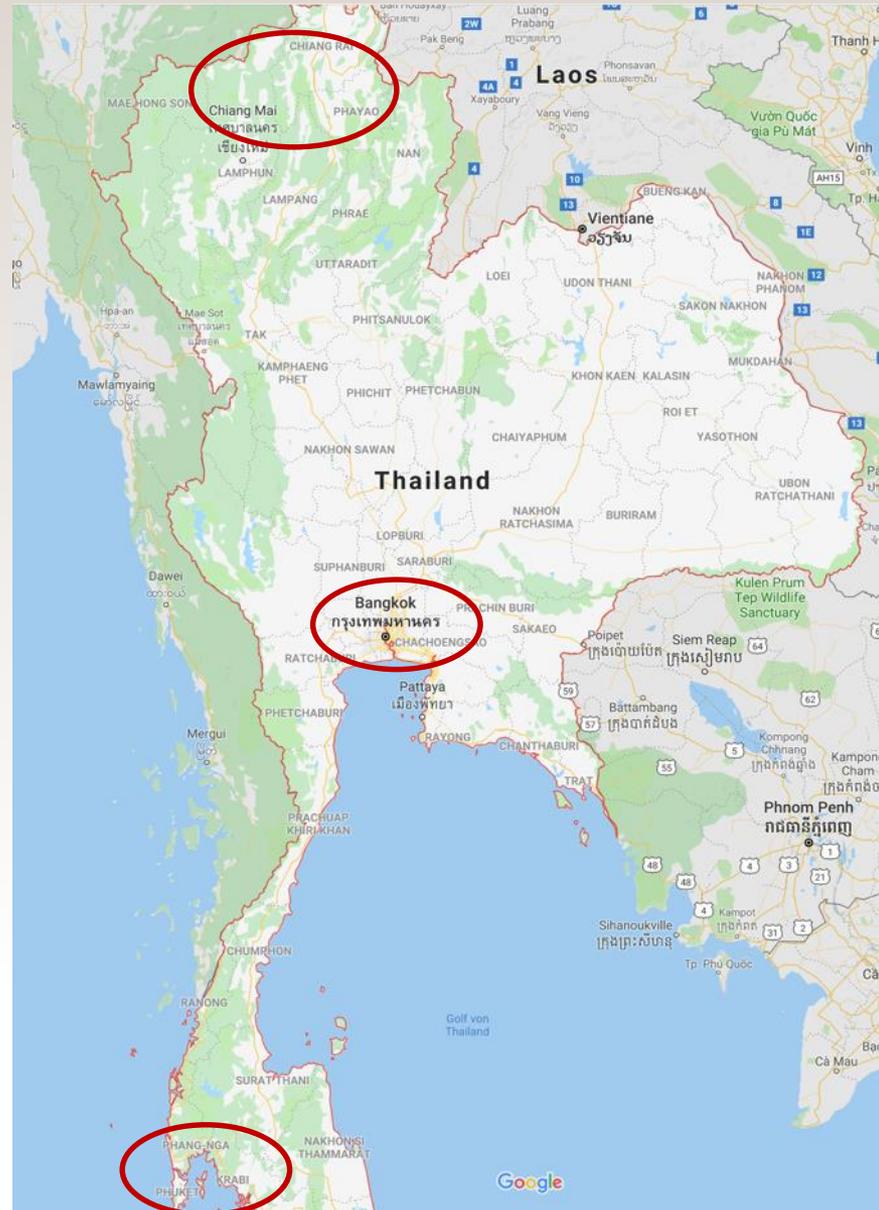
During the assessment, we will look at various human rights issues – for example:

- **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** (including government) 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)
- **Land rights** and land grabbing

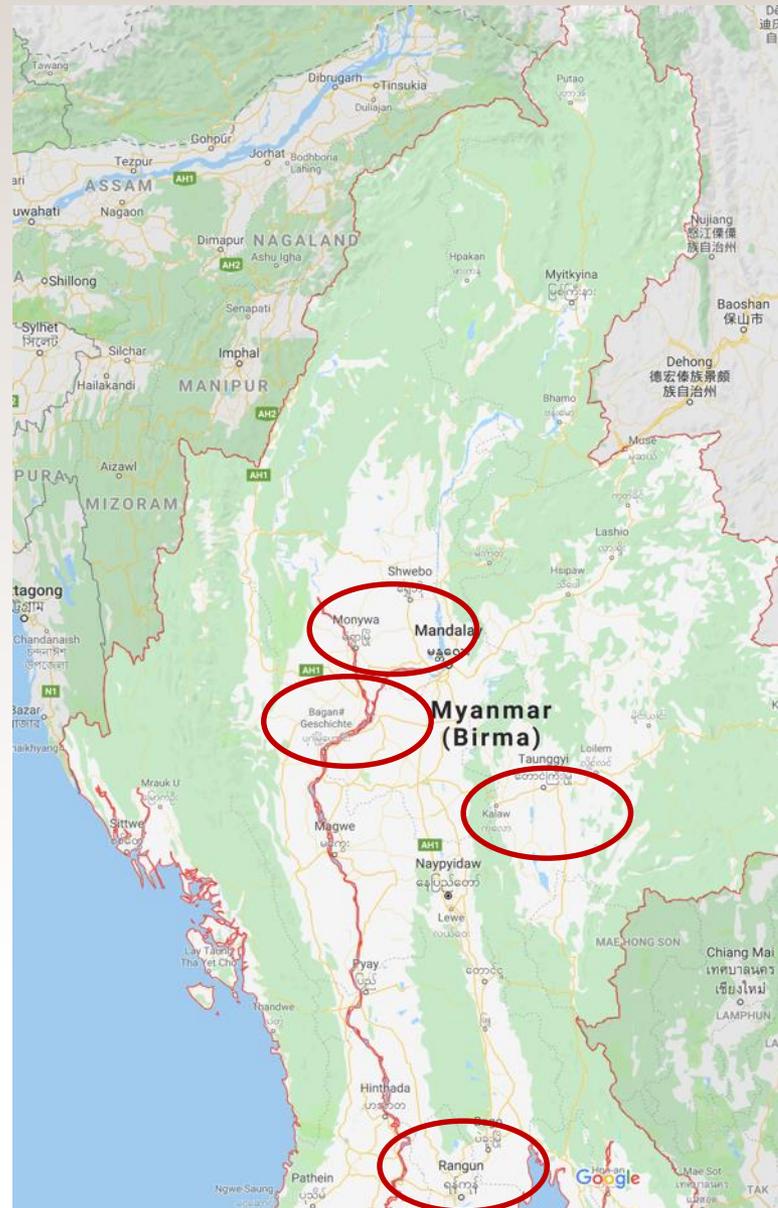
Potential scope of social value chain assessment



Scope Thailand: Bangkok, Phuket and Northern Thailand



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





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