



KALAW. MYANMAR

CULTURAL MAPPING FOR HERITAGE TOURISM

DOCUMENTING ORAL HISTORIES & LIVING HERITAGE IN THE MOUNTAIN TOWN OF KALAW

Two weekend workshops with newly established Kalaw Tourism Organization (KTO), a business association of hotel and restaurant entrepreneurs in Kalaw, a hill station in the Shan mountains. An inclusive process to map 30 key heritage assets of the town through the lens of locals and jointly create the heritage map of Kalaw.

KTO representatives then worked with an experienced journalist/photographer to document stories and memories of long-time residents and explain the unique history of the town through intimate people portraits. The oral histories were shared at an official launch ceremony in the presence of the mayor and the MP for the area.

6-STEP PARTICIPATORY MAPPING PROCESS

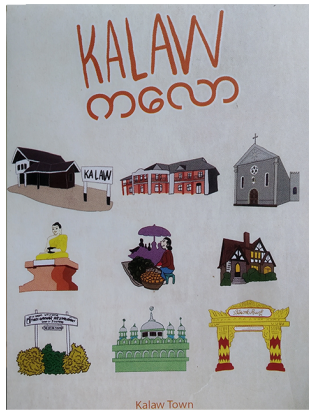
“KALAW HAS ALL THE INGREDIENTS TO BE A GREAT SUCCESS: A BEAUTIFUL NATURAL SETTING, A COOL AND SALUBRIOUS CLIMATE AND A UNIQUE COLLECTION OF COLONIAL-ERA ARCHITECTURE AND CULTURAL TRADITIONS”

- Dr. Thant Myint-U. Chairman Yangon Heritage Trust

- 1 REVEAL neighbourhood narrative
- 2 MAP sites that matter
- 3 CREATE content worth sharing
- 4 DESIGN artist map
- 5 SHARE in the community
- 6 CONNECT tech-savvy audience



OUTPUT



“FOR THE LONG-TERM SUSTAINABLE DEVELOPMENT OF KALAW TOWN, THE BASIC NEED IS TO NURTURE THE PEOPLES’ VALUE AND PRIDE. WITHOUT REALISING AND APPRECIATING THE UNIQUE CHARACTERISTICS, IT IS IMPOSSIBLE TO CONSERVE THEM”

- Daw Pyonekathy Naing . MP Kalaw

IMPACT

100%

BUILDING BRIDGES

A tool to mobilise key players in the local tourism industry and urge policy makers to put protective measures in place.

75%

COMMUNITY DEVELOPMENT

A method to install a sense of pride, belonging and ownership among both long-time residents and newcomers.

100%

CULTURAL AWARENESS

A process to articulate what makes the town unique at a time when the ‘feel’ of the town is at risk.

650

attendants of official opening ceremony

2,000

copies of neighbourhood maps distributed

100+

tudor style properties in Kalaw town

2

weekend workshops with heritage enthusiasts

12

portraits published of long-time Kalaw residents

37

cultural mapping workshop participants

34

tangible and intangible cultural assets mapped

53,000

downloads of iDiscover App

Collaborative Partnership

Funded by

Duration

Budget