

Shan Yoma Travel & Tours Co., Ltd.

A leading tour operator in Myanmar that provides one-stop tourism services to domestic and international clients for a specialised travel experience



Mr. Hla Aye,
Founder and Managing Director

Profile

Hla holds a **B.Sc. (Honours)** Degree in Marine Biology from the Mawlamyine University, Myanmar, and Master's Degree in Development Studies from the Yangon Institute of Economics.

Hla has several years of working experience in Japan and Singapore, and has travelled to more than forty countries worldwide.

These global experiences gave him a strong passion to promote Myanmar's hidden beauty and gems to the rest of the world, and Hla founded his own travel agency Shan Yoma in 1996.

Shan Yoma has become a leading tour operator in Myanmar, and Hla now holds executive positions at various organisations such as **Vice Chairman** of the Union of Myanmar Travel Association (UMTA) and **EC of the** Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI).

Key Success Elements

 **Personalisation of service and product**

 **Access to knowledge and innovation**

Facing challenges of limited communication with the external world

“From 1996 until 2010, the business environment in Myanmar was like a roller coaster due to political and economic crises. The communication with the external world was very limited as we had only phones and faxes, which were quite expensive. The key challenge was the IT environment in order to communicate with our potential customers”, says Hla.

In 2004, hand phones and emails were introduced, and Shan Yoma had better communication with the external world.

Promoting Myanmar's hidden beauty and gems to the world through a digital platform

Myanmar has been closed off until the early **2010's**, so there is a lot of hidden beauty and gems that need to be introduced to the world.

“Myanmar is home to a great traditional heritage and abundant natural resources, yet we didn't have many chances to promote them to the world”, says Hla.

Thanks to technological development in Myanmar, Shan Yoma was able to expand its business in the domestic as well as the international market through online platforms and social media.

Shan Yoma is the very first company in Myanmar's tourism industry who captured the opportunity to use digital platforms for tour operation. Operating a business on the digital platform allowed the company to improve customer services. Shan Yoma was able to enhance the level of interaction with customers via digital technologies such as Chat-box. It helped the company to drastically reduce the lead-time for transactions, including issuing quotations to clients.

Focusing on customer cases with a more personalised communication tool

Shan Yoma offers clients a great variety of tailor-made tour packages, ranging from adventure, culture and tradition, to eco-tourism experiences. Service lead-time for hotel booking, transportation arrangements, and visa applications have also drastically reduced, and the company was able to customise the tours according to the personal requirement of customers by utilising the web platform to manage all travel content efficiently while reaching out to greater numbers of customers at a time.

“Timely access to the necessary information through a web platform provides a great convenience for us and for our customers. It accelerates the decision-making for both parties”, says Hla.

The language translation feature of the web platform allows the company and its international customers to communicate more easily.

Forecasting the future of tourism industry in Myanmar

Due to the current economic, social and technology improvements in Myanmar, Shan Yoma expects a very large IT revolution in the tourism industry.

Shan Yoma is preparing for the upcoming changes and is in the process of transforming its business operations from traditional ways toward modern ones such as web quotations, online bookings, and e-payments.

“We believe that digital technology enables Shan Yoma to reach more potential international customers who are yet to discover Myanmar's culture, **traditions, one-stop services of various kinds of tourism such as Eco/marine tourism and national heritage**”, says Hla.



Company Profile

Corporate Name:

Shan Yoma Travel & Tours Co., Ltd.

Street Address: No.124/126, 50th Street,
Pazundaung Township, Yangon
11171 Myanmar

Established: 1996

Products & Services:

- Specialised inbound and outbound tour operation
- Car rental
- E-ticketing
- Visa applications
- Language guides

Awards & Certificates:

- 30th ASEANTA Awards for excellence, 2017
- Congratulation Certificate for ASEAN Business Award by UMFCCL, 2016
- Product and Package Innovation Competition (PPIC) Award from UKaid, 2016
- ASEAN Business Award Running-Up of ACE Priority Integration Excellence in Tourism Sector, 2016
- Best Outbound Tour Operation of the Year, ITE HCME, 2015 & 2016
- The Best Performance Service Award by Ministry of Hotels & Tourism in Myanmar, 2014 & 2016
- Mekong Tourism Alliance Award (MTTA) – Outbound Tour Operator of the Year, 2013
- Tourism Alliance Awards (TAA) - Outbound Tour Operator of the Year, 2012
- Tourism Alliance Awards (TAA) - Inbound Tour Operator of the Year, 2011

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Examples of specialised tours in Myanmar arranged by Shan Yoma



The Shan Yoma's team at its office in Yangon



Part of numerous awards that Shan Yoma received for its outstanding tour operations **within** and outside of Myanmar