

ABSTRACT

Research Title: A study of Development of Tourism Sector in Yangon,
Myanmar

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Degree: Master of Business Administration (International Program)

Major: Hotel and Tourism Management

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The purpose of this paper was to indicate and discuss on analysis of tourism sector developments in Yangon City. The report found that current Yangon tourism sector developments had been seen prospect of improving supported by Yangon hoteliers, tour agencies, event planners, MICE and local government. A total of 115 local investments worth over US\$ 686 million (934 billion kyat) were made in the hotel and tourism sector as of the end of November this year, according to the Directorate of Investment and Companies Administration (DICA). Local investors have made 774 investments worth nearly \$2.5 billion in the production sector, 64 investments worth nearly \$2.16 billion in the transportation sector, 67 investments worth nearly \$1.2 billion in the real estate development sector and 68 investments worth over \$491 million in the construction sector. Local investment in the hotel and