

CHAPTER 1

INTRODUCTION

1.1 Introduction

Myanmar (formerly Burma) is a Southeast Asian nation of more than 100 ethnic groups. Bordering Thailand, Laos, India and China. Yangon (formerly Rangoon), the country's largest city, is home to the main gate of foreign visitors, with its busy markets, numerous parks and lakes, and the towering, gilded Shwedagon Pagoda, which contains Buddhist relics and dates to the 6th century. Yangon, the commercial city, is the main gateway to Myanmar. Yangon was founded by King Alaungpaya in 1775 on the site of a small settlement called Dagon. The name Yangon means "End of Strife" which was Anglicized to Rangoon after the British annexed Myanmar in 1885. The present day Yangon covers about 350 sq.km with population of over 7 million.

1.2 Background of Study

Yangon, former capital city, is Myanmar's largest city with over seven million populations, and is the most business hub place, although Nay Pyi Taw was relocated the capital in 2006 by former military government. Compared to other major cities in Southeast Asia, Yangon's tourism sectors may still remain the largest number of colonial buildings in the region, receiving regular visitors.

Therefore, Yangon is home to arrival of most of the tourists by flight. Although Myanmar owns great tourist potential and attractions in many fields, much of the industry remains to be developed. Though visitors to Myanmar is small compared to her neighbors, after the junta transferred power to the civilian government, the tourism sector saw an increase in tourism arrivals and in 2012, tourist arrivals surpassed the one million mark for the first time. In 2013, the Tourism Master Plan was created, targeting 7.5 million arrivals by 2020.

This research will explore factors of Yangon Tourism Sectors Development, with the satisfaction level of visitors visiting Yangon. The factors range from Yangon's tourism sectors development, arrivals of Yangon International Airport and most tourist attractions in Yangon. Moreover, visitors' comments on Yangon's tourism sectors will be resulted as how much they satisfied and dissatisfied upon them, and the recommendations given by visitors will be a tool for the future tourism sectors development of Yangon, Myanmar. The aim of this research is to observe to determine how much visitors satisfied with Yangon tourism sectors and what tourism sectors are need to upgrade for 2020 government's master plan.

Figure: 1 Map of Union of Myanmar



(Source: Wikipedia map of Yangon, Myanmar, 2017)

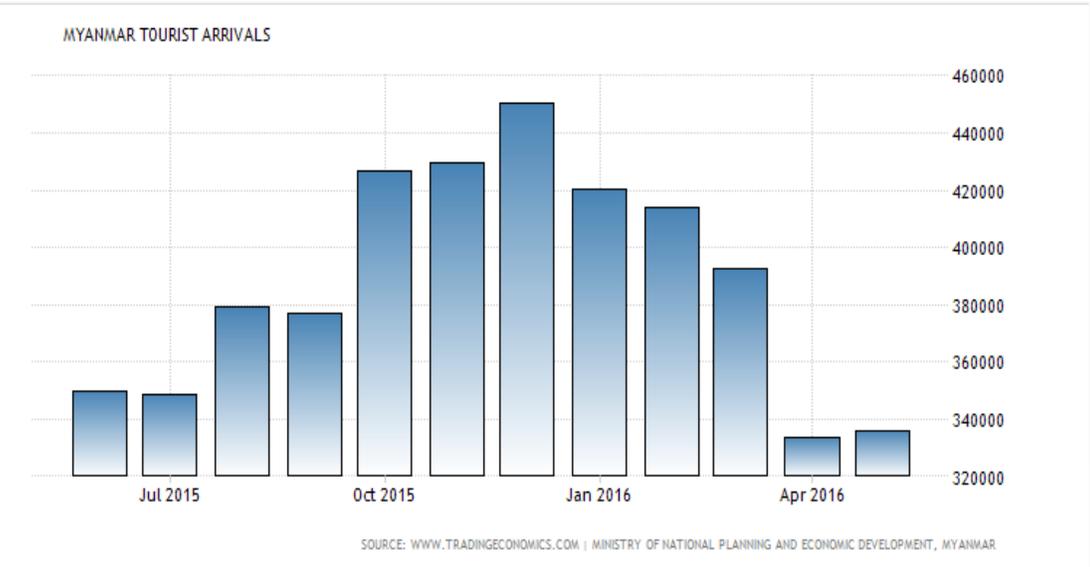
Myanmar's tourism has been developed mainly by the government, but many private enterprises do exist, bringing a wide range of tourists.

Military government has encouraged Myanmar's tourism sectors since 1992. As of 2010 record, 791,505 foreign visitors visited Myanmar via main entry port of Yangon International Airport. More than one million of foreign visitors visited Myanmar as the figure is expected to rise about 1.5 million in 2013. The number of foreign visitors' arrivals reached more than 2.04 million, by both of overland and airs arrivals.

In 2010, 791,505 foreign tourists visited Myanmar, with 295,174 foreign tourists entering the country via Yangon International Airport.

Tourists arrivals in Myanmar increased to 335646 in May from 333434 in April of 2016. Tourists Arrivals in Myanmar averaged 270534.36 from 2012 until 2016. Reaching an all-time high of 450541 in December of 2015 and a record low of 125085 in December of 201

Figure: 2 **Tourist Arrivals Chart**



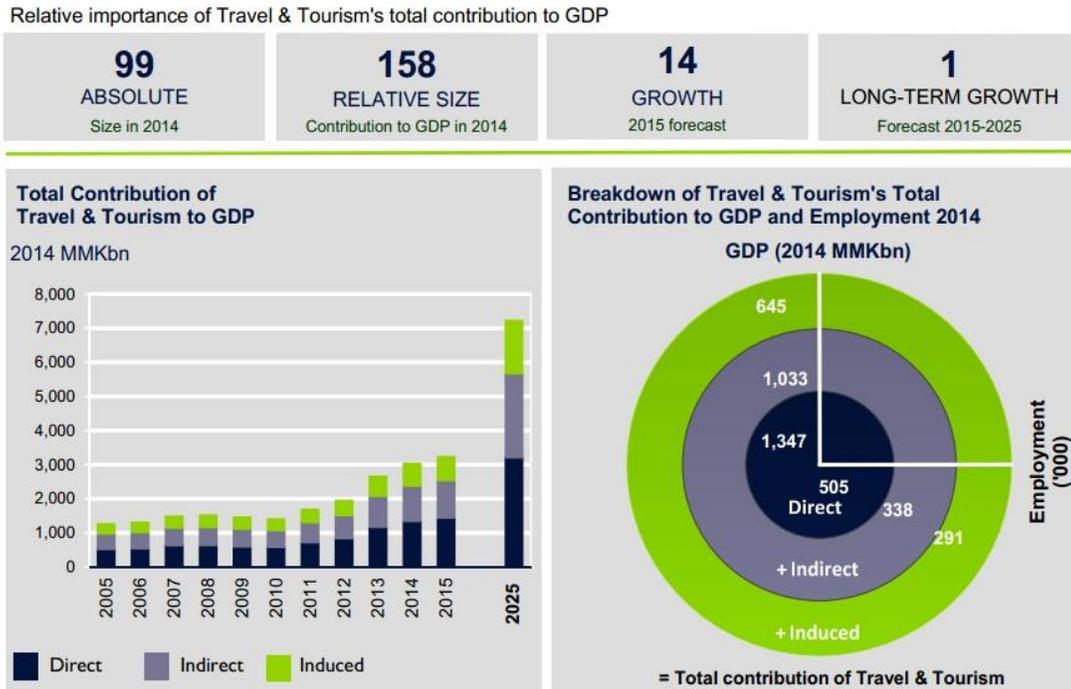
(Source: Ministry of Hotels and Tourism, Myanmar, 2017)

1.3 Foreign Tourist Arrivals

Myanmar has recently seen an unprecedented growth in international tourist arrivals. In 2012, visitor numbers increase the one million mark and arrivals reached three million in 2014. However, according to the World Tourism Organization and the Pacific Asia Travel Association, up to two thirds of those three million visitors were day trippers from neighboring countries. The record shows that number of visitors visiting sites such as Swhedagon Pagoda and Inle Lake, which shows that arrivals of visitor increased by between tween and twenty -five percent in 2014. At least 20.4 million of visitors are projected to rise between 2013 and 2020. More than 70 percent

of total arrivals represented of Asian as Thai, Chinese, Japanese and South Korean visitors are on the top of the list. Maximum stay is a week.

Figure: 3 Myanmar’s Travel and Tourism Total Contribution to GDP



(Source: World Travel and Tourism Council, 2017)

Myanmar’s tourism industry is becoming one of the fastest growing areas of the its economy, with an income rise 70% in 2013 compared with the previous year 926 million in 2013, 534 million in 2012 and 319 million in 2011. Ministry of Hotels and Tourism’s recently report estimates that the tourism sector will bring in double numbers in coming years although the government has also quoted a figure of three billion US\$ including direct, indirect and induced effects of tourism.

1.4 Research Questions

1. What are the tourism development sectors in Yangon?
2. What are the significant factors that can develop Myanmar tourism sectors?
3. What are the tourist attractions in Yangon City?

1.5 Significant of Study

The finding of this study will be the importance of the study to the Myanmar's tourism sectors, government's master plans, the community, the institution and stakeholders concerned with Myanmar tourist development that tourism plays an important role in current rapidly development of Myanmar's economic growth. The rule of tourism industry is the second factor of the Myanmar's economic growth which created umbers of jobs to high job demanded societies.

The greater demand for local peoples with job opportunities justifies the need for more effective, the development of tourism sectors. Thus, the study that apply the recommended approach derived from the results of this study will be able to train the operators better. The study will help Myanmar's tourism sector with a new innovative idea which is based on research.

1.6 Objective of study

The objective of this study is to indicates that current development of Yangon's tourism sector developments compared with last 2012 to present day of Yangon City, Myanmar. The study also will highlight the Yangon's basic tourist infrastructures, Yangon environment, Tourist arrivals, destinations, attractions, safety, information system and accommodations.

The specific objectives will be as:

1. To study Yangon tourism sector developments.
2. To analysis the tourist arrivals of Yangon international air-port.
3. To research Yangon's current tourist attractions improvements.

1.7 Research Hypothesis

The hypothesis of this research are based on the expectation disconfirmation theory and three hypotheses for this research are selected of the tourism development sectors of Yangon, Myanmar.

This research is to pay attention on tourism development in Yangon City, Myanmar. Particularly, it focusses on current situation of Yangon's tourism sector development conductions compared by neighboring countries. This study will also cover current government's attempting to promote Yangon's tourism, moreover, the analysis of the development of Yangon's hotel chains and economic growth in Yangon City, based on current tourism development.

H1: There is relationship between demographics characteristics and Yangon tourism sector developments.

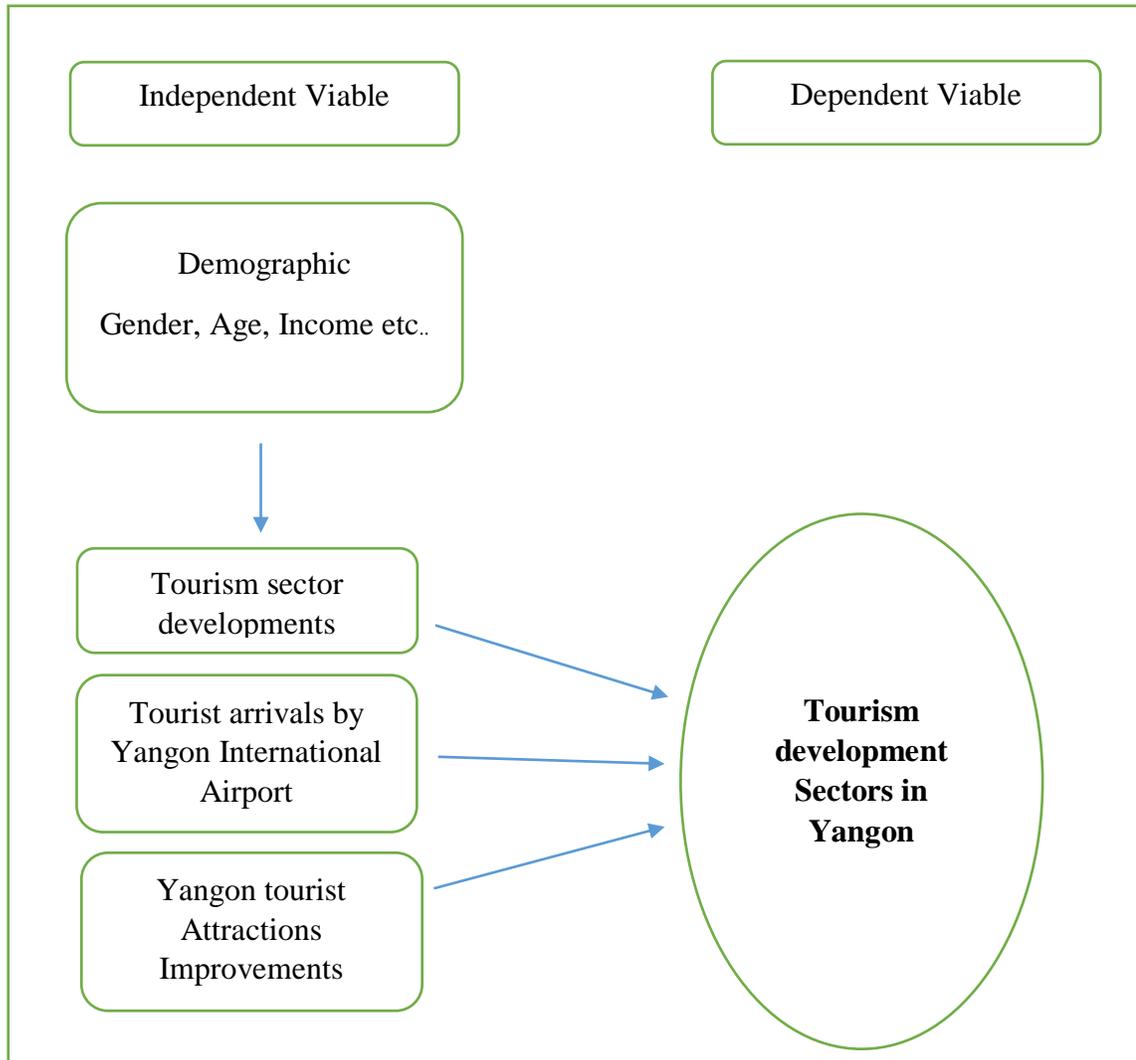
H2: There is relationship between arrivals of tourists and Yangon tourism sector developments.

H3: There is relationship between Yangon tourism infrastructures and Yangon tourist attraction improvements.

1.8 Research Model and Conceptual framework

This research design partly to survey the visitors visiting Yangon Region, operators in Yangon, travel agencies and hoteliers. They will be asked to fill out the questionnaires providing the gender, education background and income basically. Some interviews and group discussion also will be added as additional.

Figure: 5 Conceptual Frame Work



1.9 Variables of study

Independent Variables

Demographics characteristics are included, such as gender, age, education level, occupation, income and marital status.

Gender: most of visitors visiting Yangon of male or female have relationship with Yangon tourism development.

Age: Most of visitors aged 21-50 have relationship with Yangon tourism sectors development.

Nationality: The international tourists who visit Yangon have relationship with Yangon tourism sectors development.

Education Level: Most of visitors visiting Yangon are graduated and have relationship with Yangon tourism sectors development.

Occupation: Visitors visiting Yangon are different careers and have relationship with Yangon tourism sectors development.

Income: Visitors' income low or high are different and have relationship with Yangon tourism sectors development.

Marital Status: Any types of visitors visiting Yangon City has relationship with Yangon tourism sectors development.

Tourism sectors development of Yangon has relationship with Yangon tourism development.

Tourist arrivals by Yangon international airport has relationship with Yangon tourism sectors development.

Yangon tourism improvement has relationship with Yangon tourism sectors development.

1.10 Dependent Variables

It will depend on independent variable when a result of independent variable for Yangon tourism sectors and visitors will be mentioned the Yangon tourism development, Myanmar.

1.11 Definition

1. Tourism development sectors

Basic infrastructures such as presence of tourists spots, levels of security for tourists, accommodations, transportations, banking, information technology, government policies for tourism, development of transport, communication and management of tourist attractions.

2. Arrivals of tourist by Yangon International airport

Tourist arrivals by Yangon International airport, in 2009 Yangon entry point show 234417 and 817699 in 2013. Most of visitors enter Myanmar by Yangon International Airport.

3. Yangon tourist attraction Improvements

Yangon's tourist attractions have been developed attempting by Yangon government. Yangon received more visitors, and basically, government of Yangon has developed more tourist attractions and infrastructures. Yangon's basic tourism attractions, such as historical places, parks, amusement are, pagodas, night markets, Yangon sight-seeing sites, exhibitions, busy streets, flower market of Yangon, Church and Yangon's colonial buildings are most visited places international travelers.

1.12 Implications of The Study

Tourism leads recent Myanmar economic growth positively with expect to achieve infrastructure, productivity, technology development, local job creating, receiving foreign investment and helping to local people. The goal of this study is to maximize tourism's contribution to national employment and income generation while ensuring the social and economic benefits of tourism are distributed equitably. Tourism development is much positive effect to Yangon, Myanmar. The current Myanmar economic status also emerge due to tourism sector increasing, however government and policy makers need to more facilities for sustainable tourism development. Therefore, this research will help Yangon City's tourism sector developments, researchers, observers and young generations who are studying hotel and tourism management.