

ABSTRACT

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The purpose of this paper is to critically evaluate and discuss on analysis of customer satisfaction for hotel and tourism in Yangon and also discuss the Myanmar Tourism Master Plan 2013-2020 (MTMP) through the sustainable tourism development paradigm. The report found that this Master Plan is fully adopted the "Responsible Tourism" approach as the main foundation of its plan. It has the same meaning as sustainable tourism, but more focus on an ethical issue that is responsibility of all stakeholders to take action to develop the tourism industry in Myanmar. After study the Master Plan and its context, 5 aspects related to the Master Plan will be further discussed; 1) The MTMP and a style of tourism planning 2) The MTMP and a strategic integrated sustainable tourism planning 3) The MTMP and the sustainable balancing "Development First" and "Tourism First" approaches 4) The MTMP and implementation and monitoring 5) The MTMP and challenges for responsible tourism planning and also exploring the customer satisfaction. This research the researcher used qualitative method and Secondary data is collected from the articles, journals and online resources. The theory section looks at different concepts of quality as defined and viewed by various authors. Finally the Master Plan is considered to be one of the most advance tourism plans in ASEAN which waiting for implementation and the result of its impacts in the future.