

Abstract

International tourism in Yangon had not been well developed until recently because of a number of constraints. If international tourists and tourism industry were growing together, the outcomes could be a good impact to Yangon in term of revenue. Without tourist satisfactions, international tourists could not expect to grow to its potential. In 2014, 1,022,081 international tourists visited Yangon via Yangon International Airport and this number was quite low comparing with the other destinations in this region. Therefore the main purpose of this research was aimed to discover the international tourists' satisfaction relating to attractions, services and transportations, with safety and security and recommendation for policies.

Using factor analysis, Yangon tourist destination resulted to four dimensions: Attractions, Services & Transportations, Safety & Security and Recommendation for Polices. These four factors then were related with satisfaction degree. Correlation analysis revealed that Attraction in general had the highest influence on international tourists' satisfaction ($r = .012$, $p = .856$). The second highest influential dimension was Safety & Security ($r = .017$, $p = .799$). The third highest influential dimension was Recommendation for Polices ($r = -.026$, $p = .704$). The last influential dimension was Services & Transportations ($r = .029$, $p = .665$). According to the analytical result, the findings had indicated that Services & Transportations for international tourists had lowest significant relationship in Yangon region with the international tourists' satisfaction. Exactly the services and transportations factor was more important than the other factors. Tourism in Yangon region needed to develop better tourist leisure and entertainment and infrastructure and accessibility. For infrastructure and accessibility, the marketers might need some effort to improving in public transport facilities, providing quality service of hotel; special events; developing tour with diversity of activities at night to attract to international tourists, such as singing, dancing, theatres, and camps in the countryside or music camps in ancient houses. The results of the study revealed that even if four objectives or factors (attractions, services and transportations, safety and security and recommendation for policies) had a significant relationship with the satisfaction of tourists, attractions, services and transportations, and safety and security were more important factors in the present in Yangon that could influenced tourist satisfaction than

recommendation for policies factor. This finding could be useful to Yangon tourism industry in developing to maintain or enhance Yangon destination. In other words, Yangon tourism should focus more on maintaining or improving the factors of attractions, services and transportations, safety and security and recommendation for policies that contributed to the satisfaction of tourists.