Analysis of Customer Satisfaction for Hotel and Tourism in Yangon

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Abstract: **The purpose of this paper is to critically evaluate and 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 achieve sustainable tourism development. 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. This Master Plan has been visionary and well-constructed with strategic integrated sustainable tourism approach. However, it confronts with many challenges from both internal and external influences which might largely impede the implementation of the Master Plan. Then, it should continually monitor, revise and adapt to change which is continuing process. At this point, 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.**

Keywords: **Transportation Infrastructure, Superstructure and Services, Finance and Investment, Concepts of Customer Satisfaction.**

I. INTRODUCTION

Soon after Burma's independence in 1948, many colonial names of streets and parks were changed to more nationalistic Burmese names. In 1989, the current military changed the city's English name to "Yangon", along with many other changes in English transliteration of Burmese names. (The changes have not been accepted by many Burmese who consider the junta unfit to make such changes, nor by many publications, news bureau including, most notably, the BBC and foreign nations including the United Kingdom and United States). Since independence, Yangon has expanded outwards. Successive governments have built satellite towns such as Thaketa, North Okkalapa and South Okkalapa in the 1950s to Hlaingthaya, Shwepyitha and South Dagon in the 1980s. Today, Greater Yangon encompasses an area covering nearly 600 square kilometres (230 sq mi). During Ne Win's isolationist rule (1962–88), Yangon's infrastructure deteriorated through poor maintenance and did not keep up with its increasing population. In the 1990s, the current military government's more open market policies attracted domestic and foreign investment, bringing a modicum of modernity to the city's infrastructure. Some inner city residents were forcibly relocated to new satellite towns. Many colonial-period buildings were demolished to make way for high-rise hotels, office buildings, and shopping malls, leading the city government to place about 200 notable colonial-period buildings under the Yangon City Heritage List in 1996. Major building programs have resulted in six new bridges and five new highways linking the city to its industrial back country. Still, much of Yangon remains without basic municipal services such as 24-hour electricity and regular garbage collection. Yangon has become much more indigenous Burmese in its ethnic make-up since independence. After independence, many South Asians and Anglo-Burmese left. Many more South Asians were forced to leave during the 1960s by Ne Win's xenophobic government. Nevertheless, sizable South Asian and Chinese communities still exist in Yangon. The Anglo-Burmese have effectively disappeared, having left the country or intermarried with other Burmese

groups. Yangon was the center of major anti-government protests in 1974, 1988 and 2007. The 1988 People Power Uprising resulted in the deaths of hundreds, if not thousands of Burmese civilians, many in Yangoon where hundreds of thousands of people flooded into the streets of the then capital city. The Saffron Revolution saw mass shootings and the use of crematoria in Yangoon by the Burmese government to erase evidence of their crimes against monks, unarmed protesters, journalists and students. The city's streets saw bloodshed each time as protesters were gunned down by the government. In May 2008, Cyclone Nargis hit Yangon. While the city had few human casualties, three quarters of Yangon's industrial infrastructure was destroyed or damaged, with losses estimated at US$800 million. In November 2005, the military government designated Naypyidaw, 320 kilometers (199 mi) north of Yangon, as the new administrative capital, and subsequently moved much of the government to the newly developed city. At any rate, Yangon remains the largest city, and the most important commercial center of Myanmar.The slogan of Bangkok Airways is "Asia's Boutique Airline," which indicates that the marketing strategy is steered towards passengers who love to visit boutique destinations.

II. LITERATURE REVIEW

The recent international turnaround for tourism in Myanmar reflects the NLD's general policy reorientation in response to the reforms in Myanmar since the elections in November 2010. Aung San Suu Kyi's earlier position, that 'tourism should not be pushed into a direction where this sector becomes the prime foreign currency earner, as had been done with nearby countries' has not been reviewed in light of the current government policy to make tourism a national priority sector. In a statement dated 20 May 2011, the NLD acknowledged that 'It is essential to strike the right balance between commercial and societal consideration although such a balance is often difficult to achieve in a developing country like Burma.' It addresses the issue of whole Burmese communities that have been 'harmed in the interest of tourist industry' by forced relocation and forced labor and argues that the outcome has been 'economic hardship exacerbated by the abrupt breakdown of a traditional way of life and gross violation of basic human rights.' The danger of tourism 'lies not only in conscious misconduct on the part of visitors but also in well-meaning but injudicious behavior.' The statement concludes with a notion very similar to responsible tourism: 'The NLD would welcome visitors who are keen to promote the welfare of the common people and the conservation of the environment and to acquire an insight into the cultural, political and social life of the country while enjoying a happy and fulfilling holiday in Burma.' Myanmar has never experienced MMT since her independence, and the destinations in the country are promoted as 'pristine' in many tourist brochures. In terms of state-level management of mass tourism, industrial regulations, corporate responsibility, destination level participation, and capacity development, numerous challenges await Myanmar especially in light of the country's noble aspirations for responsible tourism.

III. METHODOLOGY

Survey method	Description
Mail survey	A written survey that is self-administered
Telephone survey	A survey conducted by telephone in which the questions are read to the respondents
Personal interview	A face-to-face interview of the respondent

Source: Jackson (2011)

Alternatively, According to Neuman (2005) from the viewpoint of practicality the most popular variations of surveys include questionnaires, interviews and documentation review. The main advantages and disadvantages associated with these primary data collection methods are explained by Denscombe (2004) in the following manner:

Questionnaires   Conducted in order to gather large size of information in a short period of time   Members of the sample group can remain anonymous Considerably cheaper than most of the other primary data collection methods

Possibility of generating large amount of data Difficulties of ensuring greater depth for the research the problem of the 'first choice selection'

Interviews Conducted in order to reflect emotions and experiences, and explore issues with a greater focus the possibility to direct the process of data collection The possibility to collect the specific type of information required Great amount of time required in order to arrange and conduct interviews and primary data collection. Additional costs might be incurred associated with arranging and conducting interviews, travelling etc.

Potential for interviewee bias:

Documentation review Conducted in order to study issues that have developed over a specific period of time Possibility to retrieve comprehensive informationChallenges associated with access to documentation Inflexibility of the research process Mainly, the researcher was chosen this technique for two reasons because it is least reliable design but normally the cheapest and easiest to conduct.

3.2 Data Collection:

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities and business. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same. The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed.

Generally there are three types of data collection and they are

1. **Surveys:** Standardized paper-and -pencil or phone questionnaires that ask predetermined questions.

2. **Interviews:** Structured or unstructured one-on-one directed conversations with key individuals or leaders in a community.

3. **Focus groups:** Structured interviews with small groups of like individuals using standardized questions, follow-up questions, and exploration of other topics that arise to better understand participants.

Both primary and secondary data source were used to ask research questions.

Secondary Data:

Secondary data is information collected by others for purposes, which can be different than those of the researcher. It is a synthesis of published and unpublished documents related to the research and it is of highly importance, as it comprises the logical framework of the research (Sekaran, 2003, Fink, 1995).

The collection of secondary data has both advantages and disadvantages, one of the foremost advantages of using secondary data is that it helps the researcher formulate and understand better the research problem, broadening at the same time the base for scientific conclusions to be drawn. Nevertheless, it should be taken under consideration that other researchers, organization or government departments for studies with different objectives and purposes collected the data; therefore, it might not be suitable for the current research.

For the purpose of this study, the collected secondary data included: textbooks, academic articles and journals related to the service quality and customer satisfaction. This type of data collection was mainly used for the literature review since it was unable to meet the research objectives.

IV. FINDINGS

Myanmar circumstance, there are several challenges that could be dilemma for the MTMP, particularly, implementation and monitoring processes, as following aspects;

• Uncertainty in socio-political situation after the next election in 2015 might affects the direction, tourism approach, policies, implementation, and monitoring of the Master Plan or even reject this MTMP in the future;

• Long military-led or top-down authorized culture which still has been influenced to the society, particularly the government agencies in many levels, might interrupt and delay the pace toward sustainability of this Master plan ,due to several reasons such as, with their non-integrated managements among various agencies or their "Not In My Back Yard" attitudes ;

• Human rights abuses/violations with some groups of people (e.g. at several parts of Myanmar which have been closely watched and sanctions by international community;

• Improper handling of its ethnic diversity in some parts of the country that are not support the Global Code of Ethics for responsible tourism and discouraging local community's involvement in Community Involvement Tourism (CIT) policy ;

• Crony capitalism and corruptions still widely exist and dominate the society. They will allow little space for transparency, accountability and conducting CSR;

• Unethical tourism forms (e.g. Dark tourism) and destinations (e.g. human rights violation; human trafficking) will discourage many visitors to travel in the country.

• Less concern (or unaware) of sustainable tourism development for the people in general which might cause the MTMP to be unsuccessful such as, some tourism agencies have use its term as only for promotion and marketing purposes, or the CIT will not be flourish in those less awareness of the sustainable and responsive tourism.

• The distrust on capability and effectiveness of all Myanmar tourism stakeholders for handling or balancing the needs of both Mass Tourism visitors and Foreign Independent Travelers (FIT) that increasingly influx to visit Myanmar and the protection of abundant precious natural and cultural heritage resources in the near future.

• Lack of experiences in public-private partnership and collaborations in tourism that will not make the most efficiency for implementing the plan;

• Limit access to the financial supports, especially, for the small and medium sustainable tourism entrepreneurs to establish and operate their businesses.

• Low level of local participation or involvement in decision making of development processes that might cause severely negative impacts for local communities (e.g. relocation, land seized by the government or private agencies and pollution, etc.), particularly, a number of irresponsible tourism development projects from the outsiders.

V. CONCLUSION AND RECOMMENDATION

The Myanmar Tourism Master Plan (MTMP) is served as an important vehicle for moving the country forward. The Government of Myanmar (GOM) promises the world to make Myanmar "better place to live, better place to visit" by adopting the "Responsible Tourism approach" as a core of sustainable tourism development principle. With a number of supports from many international experts, influenced by many sustainable development guidelines from various sources; then the Master Plan has been visionary and well-constructed with strategic integrated sustainable tourism approach at national level which aims to balance all 3 components of sustainable development with benefits and costs from tourism development. However, it confronts with many challenges from both internal and external influences which might largely impede the implementation of the Master Plan. Then, it should continually monitor, revise and adapt to change which is continuing process. At this point, 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.

5.1 Recommendation:

At this stage, there are some recommendations for improving the MTMP in the future.

• The GOM should always set the responsible tourism approach as the main foundation's principle of any tourism planning ,especially led by the GOM, at all levels in Myanmar. Moreover, it should ensure the public that "a dream in the paper can be turned into reality" by implement those suggestion projects within the time frame and plays leading role to draw all stakeholders to work together toward sustainability.

• The GOM have to use various types of instruments to influence the Master Plan implementation in different circumstances; not just only the Command and Control instrument; such as, Measurement instruments, Economic instruments, Voluntary instruments and supporting instruments.

• The unethical responsible tourism forms or destination should be controlled; but encourage more on the visitors to appreciate and respect the places which they have visited.

• There should be a strong commitment to regular monitoring and reviewing the Master Plan, and then communicating results between all stakeholders should become common.

• Human resource development should be strongly and continually supports by both domestic and international parties related sustainable tourism..

• There should be more financial, technical or knowledge-based or any kind of sustainable supports for local or small and medium businesses.

• The public-private partnership in tourism development should be intensively supported and should free from corruptions.

• There should be more emphasis on local involvement or bottom-up tourism development such as, the Community Involvement Tourism (CIT) where the locals agree to develop the tourism projects in their places. Also, promoting the "good practice" destinations which are successful by the sustainable approach to be learning center of CIT or Community-Based-Tourism (CBT) in the future.

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