

Abstract

Title: Tourist satisfaction in Myanmar: A departing visitor survey
Researcher: Johnny
Project Advisor: Dr. Somboon Panyakom
Degree: Master of Business Administration (International Business)
Date Approved: March 2014
Number of pages: 74 pages
Keywords: Destination image, tourist expectation, quality of sightseeing tours, perceived value, tourist satisfaction.

This study aims to explore tourist satisfaction toward destination image, expectation, quality issues during sightseeing tours and perceived values in Myanmar. 201 participants involved in this study. A convenience sampling techniques were adopted in the selection process.

Findings showed that the tourists who visited Myanmar were mostly male (66.5 %), and their average age between (15-35= 50.5 %), (36-70=49 %) and majority (60 %) of them were marriage and the single (36 %). Most of them are highly educated holding Master's Degrees (33.8%) and Bachelor's Degrees (33.3%) with average incomes US\$5000- 5999 per month (47.8%). Majority of them were first-time visitors (68.2%). Most visitors were satisfied with their Myanmar trip \bar{x} =4.04 and also they showed their desire to revisit Myanmar (93.8%).

However, a number of Myanmar tourists dislikes were found which include the traffic (16%), expensive hotel price/ low quality (13.99%), dirty, garbage and people spiting around (13.29%), hotel/ hotel food-/hotel breakfast (7.69%), communication /no credit availability (6.29%), weather/ pollution (6.99%) and transportation/ road(5.59%).

Recently, Myanmar's political reform has spurred a significant increase in tourists' visits to the country, and measurement of level tourist satisfaction is important to study current tourism, develop opportunities and minimize threats to the tourism industry.

It should be recommended that measuring visitor satisfaction is important and should be part of business planning and management at individual and collective operator levels for increasing numbers of visitors in the country. Also, consequences of tourists' satisfaction and dissatisfaction should be clarified to provide adequate knowledge for and understanding for decision makers in the tourism industry.

PAYAP UNIVERSITY