

**HISTORICAL DEVELOPMENT OF TOURISM  
IN MYANMAR (1994-2004)**

**Ph.D (DISSERTATION)**

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## **ABSTRACT**

Due to globalization, people all over the world are travelling more and more. The purposes of travel are various relating to business, recreation, religions, meeting with relatives and so on. These different purposes create many kinds of tourism industry, such as: cultural tourism, religious tourism, ethnic tourism, eco-tourism, recreational tourism, adventure tourism, etc. The development of tourism industry in turn contributes to the development of national income and other opportunities for the development of a country. Thus, tourism industry has become a major force in the economy of the world, an activity of global importance and significance. And it has come to be known as “smokeless industry” in the world. That is why, governments of every country are eager to promote tourism industry. Myanmar possesses many tourist attractions because of its natural resources, natural beauty, and rich cultural heritage. Besides Myanmar is an ethnically diverse country, with over 100 ethnic groups living in different localities with a diversity in dress, culture, customs and traditions. At the same time, foreign visitors are keen on visiting places where the simple nature of the people and the beauty of the virgin environment can be observed. All these situations make Myanmar a most attractive place for world travellers. In Myanmar, tourism was not greatly encouraged by the government before 1990 and its contribution to the national economy was not significant. However, with the changing of internal and international situations in the post Cold War period, Myanmar has adopted a market-oriented economy and has focused on the development of the tourism industry since 1992 in line with the guidance of the government. Myanmar government has given priority to the tourism industry by passing the

Myanmar Tourism Law in 1990 and the Myanmar Hotel and Tourism Law in 1993, by forming the Ministry of Hotels and Tourism in 1992, by trying to encourage foreign investment in tourism infrastructure and superstructure including joint venture partnerships and Foreign Direct Investment (FDI) and by encouraging private sector participation in tourism sector. As a result, the tourism industry of Myanmar has developed considerably and has contributed to growth of the country's economy. The purpose of this dissertation is to trace and analyze the historical development of Myanmar's tourism industry and its contribution and implication for the country.

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