

AN ASSESSMENT ON THE DEVELOPMENT OF TOURISM
IN THE INLAY LAKE AREA

PhD DISSERTATION

AYE MYINT

DEPARTMENT OF GEOGRAPHY
UNIVERSITY OF YANGON
MYANMAR

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Abstract

The highland lake and its aquatic flora are the most attractive features of tourism in the Inlay Lake Area. In the socio – economic environment, floating gardens and the unique technique of boat –rowing by leg instead of hand by Inthas (Lake dwellers) are attracting the tourists. Tourism in the Inlay Lake Area has gradually developed since the 1996 Visit Myanmar Year. In order to attract and support the elements of tourism, attraction, accessibility, accommodation, administration and marketing mix are favourable conditions. Since 1993, the highest record arrival of international tourists to the Inlay Lake Area was 25450 in 2002. Licensed tour companies and tour guides have steadily increased in Myanmar as well as in the Inlay Lake Area. The occupancy rates of hotels were low as a result of the weakness in matching supply and demand. Tourist- Resident impacts are still negligible. Both the picturesque geographical features and simple pleasurable life of Inthas are important attractions for the enhancement of tourism in the Inlay Lake Area. In the analysis of SWOT (strength, weakness, opportunity, and threat) in the tourism of the Inlay Lake Area, the positive aspects outweigh the negative aspects. Local inhabitants, authorities, concerned and entrepreneurs of tourism industry are responsible for the sustainable development of tourism in the Inlay Lake Area.

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