

Abstract

The aim of this study was to investigate the international tourists' attitudes toward culture and tourism products in Yangon, Myanmar based on tourists' demographic and trip characteristics.

To examine the attitudes of international tourists, two research methodologies are employed. Quantitatively, a survey of 384 questionnaires was completed by international tourists at three popular attractions in Yangon during July-August 2007. The data collected was processed by SPSS program and the One-way ANOVA and Independent t-test were used to measure the differences in the attitudes of international tourists towards culture and tourism products. Qualitatively, interviews with selected tourists were made to investigate their attitudes and awareness for further improvement.

The findings of quantitative research revealed that international tourists attitudes towards culture and different tourism products are 4.02 for cultural attractions, 3.78 for accommodation, 3.01 for transportation infrastructure, 3.42 for tourist organizations and travel intermediaries, 3.47 restaurants and souvenir shops respectively.

Results from hypothesis testing revealed that there are no differences among international tourists in their attitudes towards culture and tourism products in terms of cultural attractions in Yangon when classified by age, gender, marital status, first/repeat visit, individual/group, and purpose of travel; transportation infrastructure when classified by age, gender, marital status, education, first/repeat visit, group/individual, and purpose of travel; accommodation when classified by age, gender, marital status, individual/group, visit and purpose of travel; tourist organizations and travel intermediaries when classified by visit, and marital status; restaurants and souvenir shops

when classified by marital status, education, individual/group, first/repeat visit, and purpose of travel.

There are differences among international tourists in their attitudes towards culture and tourism products in terms of cultural attractions in Yangon when classified by nationality, education, and income; transportation infrastructure when classified by nationality, income; accommodation when classified by nationality, education, income; tourist organizations and travel intermediaries when classified by nationality, age, education, income, group/individual, and purpose of travel; restaurants and souvenir shops when classified by nationality, age, gender, income, and marital status.

Based on the findings, the researcher recommended the following improvements for development of Yangon as a tourist destination such as improvement in transportation infrastructure, development in cultural attractions, increase in cleanliness and hygiene, improvement in better services and facilities, and provide more tourist information centers.

