

# Contents

<b>Introduction</b>	<b>iii</b>
Learning outcomes	iv
Course content	iv
Assessment strategy	v
Getting started	vi
Acknowledgements	vi

# Sustainable tourism in Myanmar

## Introduction

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In this free course you will learn the key concepts needed to understand the tourism and hospitality sector and how it works. The learning is presented through the lens of a country that is relatively new to tourism: Myanmar. This enables you to understand the opportunities and constraints inherent in developing the sector.

The course is authored by Myanmar academics for two audiences. Firstly, Myanmar school leavers progressing to higher education who want to brush up their study skills. Secondly, others who are considering careers in the tourism sector and want to understand the opportunities better.

The course is entirely self-study. It has six topics, with each topic requiring three hours of study – a total of 18 hours of study. Each topic is broken down into six sessions, enabling short bursts of learning that can be studied on a mobile phone. The course is assessed by an end-of-course quiz, and a Statement of Participation is available.

## Learning outcomes

Learning outcomes are what you will know and be able to do after studying the course. They are divided into knowledge-learning outcomes and skill-learning outcomes.

- The knowledge-learning outcomes of the course are:
- Use tourism concepts confidently
- Explain the functions of a travel agent and tour operator
- Understand the relationship between tourism and hospitality
- Explain hotel management operations
- Appreciate the opportunities for tourism growth in Myanmar.

The skill learning outcomes of the course are:

- Work independently
- Analyse data
- Manage your time effectively.

## Course content

The six topics that make up the course are introduced below.

### Topic 1: Introduction to tourism

This topic begins with the history of tourism and the types of tours tourists take. It will introduce you to some key tourism concepts and you will learn many more as you study the course. It considers different types of tourism, including what is meant by sustainable tourism, and what makes up a tourism destination. Finally, the stages in a tourist journey are considered and how the internet has transformed the experience.

### Topic 2: Travel and tour operations 1

This topic looks at what travel agents and tour operators do, their scope and range. It looks at the elements that make up an all-inclusive tour package and how they are costed, before looking at ticketing for air, rail and sea transportation. These transportation services are explored and finally, the concept of digital tourism is examined.

### Topic 3: Travel and tour operations 2

This topic looks at destination management, which is a form of tourism planning. It is best achieved through a destination management organisation. Every tourism destination follows a life cycle which is explored. Tour guiding is also considered: the characteristics, responsibilities and qualities a tour guide needs. You are invited to consider whether you have the skills to work in this profession and further detail is provided on the fundamental and specific tasks performed by guides.

## Topic 4: Introduction to hospitality

This topic covers types of accommodation that tourists use and the business of hospitality. It begins by tracing the history of hospitality, before looking at serviced and non-serviced accommodation. It considers how a tourist destination is born by telling the story of Dawei, in the south of Myanmar. It goes on to look at the major form of tourist accommodation, hotels, and the latest trends in their development.

## Topic 5: Hotel operations

This topic begins by considering the different departments needed to operate a hotel successfully, focusing on the four main departments: the front office, housekeeping, food and beverage service, and food and beverage production. Travel and tourism's contribution to employment is then considered, together with career opportunities in the hotel industry and how to extract information from job advertisements.

## Topic 6: Future of tourism and hospitality in Myanmar

This topic begins by introducing the country from the foreign tourist's perspective and what they like to see and do on their visits to the country. The most frequently visited attractions are then explored, before considering the growth in international visitors to the country. Tourism and hospitality have the potential to make a huge contribution to economic growth and create diversified employment opportunities, but investment is necessary. Tourism investment is considered relative to other Association of South East Asian Nations (ASEAN) countries. The challenges of sustainable tourism in Myanmar are explored. Finally, the impact of Covid-19 in 2020–21 for the future of tourism in Myanmar is reflected upon.

## Assessment strategy

There are activities at the end of every session to consolidate your learning and help you self-assess your progress. Most of these activities contain questions that have specific answers, but some have reflective questions where you will be asked to draw on your own experience. There are no right or wrong answers to these questions. These reflective questions are included because your experience is valued and they give you an opportunity to reflect upon it. Your reflections will deepen and customise your personal learning journey.

To gain your Statement of Participation, you must complete the end-of-course quiz and gain a pass grade of at least 60%. There is no limit to the number of times you can attempt the quiz, although only your last attempt will be counted.

The skill-learning outcomes will be achieved by completing the course, as this will demonstrate that you can work independently, analyse data and manage your time effectively.

## **Getting started**

The hyperlinks in this document are functional throughout.

Once you have clicked through a hyperlink, you can right-click your mouse and use 'previous view' to return to the page from which you hyperlinked.

Please go to *Topic 1: Introduction to tourism*, to begin your study of the course.

## **Acknowledgements**

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## **References**

United Nations. (2019) *Sustainable Development Goals*. Available at: <https://www.un.org/sustainabledevelopment/water-and-sanitation/>  
(Accessed: 27 December 2020).