

Abstract

Title of Research: Examining the Sustainability Standards and Measures of Hotel Industry in Inle Lake, Myanmar

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Motivated by the call for different sectors to work towards supporting sustainability goals, this paper sought to examine the sustainability standards and measures of hotel industry in Inle Lake, Myanmar. The main research question was whether the Hotel industry was responsive. The review of literature provided an opportunity to appraise five pillars of sustainability, which later served as a conceptual framework for the study: social, environmental, security and infrastructural development, traditions and culture, and globalization. The research involved the use of questionnaire to inquire on the perspective and experiences of managers of regional hotels on the matter. The findings revealed that the hotel industry around Inle lake were responsive and conscious about sustainability. However, there were certain critical areas of sustainability that were not given the needed attention. It is recommended that these areas of weaknesses be addressed.

Keywords: Lake Inle region, sustainability, social, environmental, security and infrastructural development, traditions and culture, globalization.