

CHAPTER 5

5.1 Conclusion and Recommendations

In conclusion, the hotel industry in the Inle Lake region can be seen to be progressive in pursuing sustainability goals. The research has established an evidence of focus towards different aspects of sustainability, which include social sustainability, environmental sustainability, security and infrastructural development, and traditions culture and globalization.

The hotel industry has had a massive support from the government because it contributes to a significant amount of revenue that the government gains from it. The government consequently has developed various standards and measures which have been supported by every stakeholder in the sector to promote, expand and develop sustainable tourism which in the long run has helped in the rapid economic growth of the hotel industries in Myanmar. Some of the major findings were that the measures are aimed at enhancing the economic productivity of the hotel industry to the investors, to the people around and finally to the government of Myanmar. The government of Myanmar has been made tremendous measures towards ensuring the hotel industry remains relevant over longer periods to come, while the Hotels have also been committed to the pursuit of sustainability goals.

However, there are still various elements that needs to be addressed, especially the need for leadership committed to sustainability, the need to invest more resources in the initiatives, the need to undertake research to understand the nature and form of the Inle Lake sustainability development initiatives, and training and development on sustainability and development among the industrial players. In this regard, it is recommended that the initiatives adjust to address these areas.

Besides, the priority for some sustainability aspects such as globalization is also low. Therefore, globalization measures should be encouraged across all hotels. This would help to prompt the world's economic and technological advancement and marketing of the region. It would facilitate ease of access to various places in the world and help provide a good technological scope of any given country, translating to sustainable growth. Cultural erosion also needs to be addressed. Homogenization of culture has lowered the diversity of culture which is often appreciated by different cultural groups coming together for a common objective. Addressing these elements will need partnership of all the stakeholders and investment of resources.

