



# **IBM - Applied Coursera Capstone**

## **Capstone Project – The Battle of Neighbourhood**

(Week 4 draft)

Topic: Opening a new hotel in Yangon, Myanmar

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# Introduction

Yangon is the largest city and former capital of Myanmar (Burma). It is known for its tourist attractions such as the Shwedagon and Sule pagodas, and British colonial era architecture in the downtown area. Since the country started its political reforms around 2010, so did its economy, and Myanmar has experienced a significant year-on-year increase in tourist arrivals since 2011. Most international tourists enter Myanmar through Yangon, which in turn spurred a hotel construction boom around 2012. [1] However, as supply increased much faster than demand, this resulted in a surplus of hotel rooms available. In 2019, Yangon hotel occupancy rate was only 44% in 2019, which is considerably lower than other cities in the region. Consequently, Yangon hotel prices tend to be more competitive.[3]



Figure 1: The Shwedagon pagoda at dusk

## Business problem

An investor has approached me with the interest of opening a hotel in Yangon, and he would like to know which the best area is to start a hotel. While it has been reported that Yangon already has a surplus in the supply of hotel rooms over demand, it seemed that most of the hotels are found only in certain townships of the city popular with tourists, while in other parts of the city accommodation maybe harder to find. My goal would be to identify which areas where there are lower density of hotels found, and yet there is potential for demand, be it tourists or business travelers.

# Data

Yangon has a total of 33 townships within the boundaries of the city, each of varying size. The list of townships can be extracted from Wikipedia's page: "[https://en.wikipedia.org/wiki/Category:Townships\\_of\\_Yangon](https://en.wikipedia.org/wiki/Category:Townships_of_Yangon)".

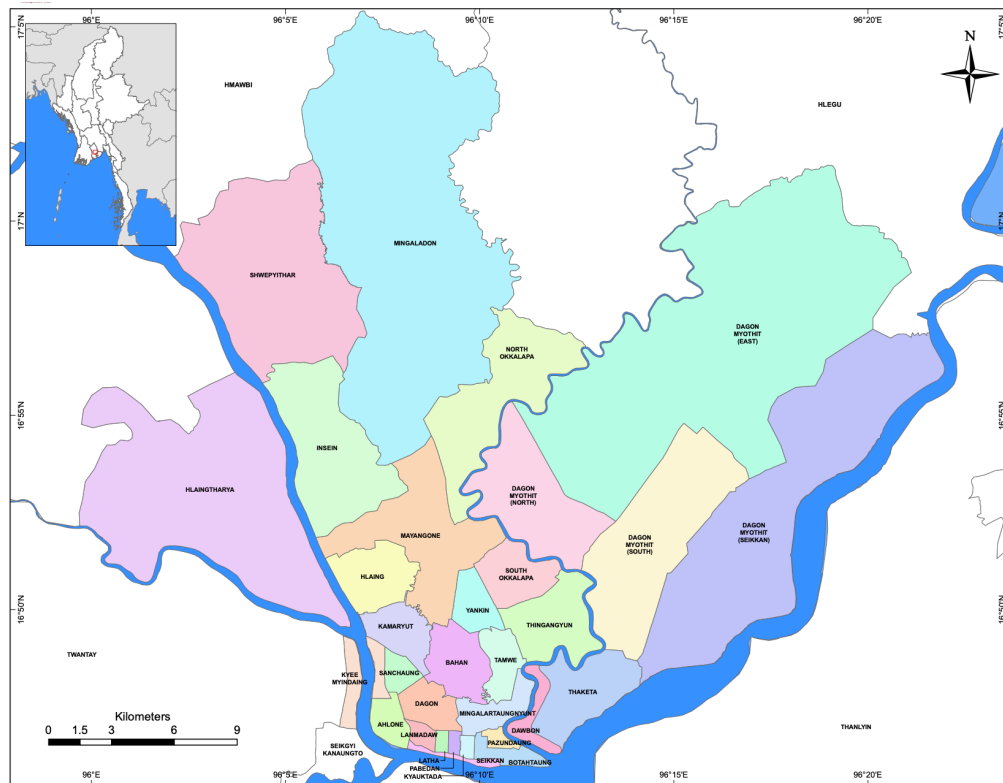


Figure 2: Townships of Yangon

We would also need the latitude and longitude of each township. Using information on the list of township and its corresponding latitude and longitude data, we would use the Foursquare API to retrieve the locality of hotels within Yangon city, which will be used for clustering analysis.

## References

- [1] <https://oxfordbusinessgroup.com/overview/be-enchanted-heritage-beauty-and-improved-regulations-attract-new-crop-domestic-and-regional> Myanmar attracts growing number of tourists – Oxford Business Group
- [2] <https://tourism.gov.mm/wp-content/uploads/2020/05/Myanmar-Tourism-Statistics-2019-1.pdf>  
Myanmar Tourism Statistics 2019 – Ministry of Hotels and Tourism, Myanmar Government
- [3] <https://www.ttrweekly.com/site/2019/11/yan-gon-hotel-rates-remain-a-bargain/>  
Yangon hotel rates remain a bargain – TTRW
- [4] [https://reliefweb.int/sites/reliefweb.int/files/resources/Org%20Map\\_MSFC-CH\\_MIMU1002v01\\_Yangon%20City%20Township\\_05Apr13\\_A3.pdf](https://reliefweb.int/sites/reliefweb.int/files/resources/Org%20Map_MSFC-CH_MIMU1002v01_Yangon%20City%20Township_05Apr13_A3.pdf)  
Myanmar Information Management Unit – Yangon City Townships