

**YANGON UNIVERSITY OF ECONOMICS
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**PERCEPTION OF LOCAL PEOPLE ON
TOURISM DEVELOPMENT IN BAGO TOWNSHIP**

**LIN MYAT MYAT HEIN
EMDevS - 17 (15th Batch)**

AUGUST 2019

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MASTER OF DEVELOPMENT STUDIES PROGRAMME**

**PERCEPTION OF LOCAL PEOPLE ON TOURISM
DEVELOPMENT IN BAGO TOWNSHIP**

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Master of Development Studies (MDevS) Degree

Supervised by:

Daw Kyi Kyi Win
Lecturer
Department of Economics
Yangon University of Economics

Submitted by:

Lin Myat Myat Hein
Roll No. 17
EMDevS - 15th Batch
(2017 – 2019)

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This is certified that this thesis entitled “**Perception of Local People on Tourism Development in Bago Township**”, submitted as a partial fulfillment towards the requirements for the Degree of Master of Development Studies, has been accepted by the Board of Examiners.

Board of Examiners

1. Dr. Tin Win
Rector
Yangon University of Economics (Chief Examiner)

2. Dr. Ni Lar Myint Htoo
Pro-Rector
Yangon University of Economics (Examiner)

3. Dr. Kyaw Min Htun
Pro-Rector (Retired)
Yangon University of Economics (Examiner)

4. Dr. Cho Cho Thein
Professor and Head
Department of Economics
Yangon University of Economics (Examiner)

5. Dr. Tha Pye Nyo
Professor
Department of Economics
Yangon University of Economics (Examiner)

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ABSTRACT

Tourism industry plays a key role in service industry for economic growth and development in developing nations. The objective of the study is to examine the residents' perceptions of economic, socio-cultural, and environmental impacts through tourism in Bago Township. The study applied descriptive statistical analysis based on a five-point Likert scale. It was found that residents have higher positive perceptions towards economic and socio-cultural impacts of tourism in Bago Township. And also, the residents have perceived that tourism increases employment opportunities, improves the local economy, promotes cultural exchange and fosters tourists' awareness. On the other hand, residents' quality of life is influenced negatively as tourism increases prices of land as well as the cost of living. In addition, tourism has contributed towards problems of traffic congestion makes people overcrowded. It is suggested that the policy makers must disseminate information about the economic and socio-cultural benefits of tourism, as well as the best environmental practices, directly to local communities, shopkeepers, and tourism entrepreneurs.

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LIST OF ABBREVIATIONS

AD	Anno Domini
ADB	Asian Development Bank
BRGO	Bago Region Government Office
CEO	Chief Executive Officer
CLMV	Cambodia- Laos- Myanmar-Vietnam
DICA	Directorate of Investment and Company Administration
DPTOA	Domestic Pilgrimage & Tour Operation Association
EIA	Environmental Impact Assessment
GAD	General Administrative Department
GDP	Gross domestic product
MCRB	Myanmar Centre for Responsible Business
MHA	Myanmar Hotels Associations
MHPA	Myanmar Hospitality Professionals Association
MOHT	Ministry of Hotels and Tourism
MONREC	Ministry of Natural Resources and Environmental Conservation
MRA	Myanmar Restaurants Association
MSEA	Myanmar Souvenir Entrepreneurs Association
MTF	Myanmar Tourism Federation
MTGA	Myanmar Tourist Guide Association
MTHCGSA	Myanmar Tourism Health Care and General Service Association
MTHRDA	Myanmar Tourism Human Resources Development Association
MTM	Myanmar Tourism Marketing
MTTA	Myanmar Tourism Transportation Association
NGO	Non-Governmental Organization
PATA	Pacific Asia Travel Association
PAs	protected areas
PPPs	Public-private partnership
SPDC	State Peace and Development Council
SWIA	Sector-Wide Impact Assessment

TSWG	Tourism Sector Working Group
UNWTO	United Nations World Tourism Organization
UMFCCI	Union of Myanmar Federation of Chambers of Commerce and Industry
UMTA	Union of Myanmar Travel Associations
WTTC	World Travel & Tourism Council's

CHAPTER (1)

INTRODUCTION

1.1 Rationale of the Study

Tourism plays a key role in service industry for economic growth and development in developing nations. International tourism is an important foreign exchange earner and an export for many low-income countries as well as for developed ones. Nowadays, many developing countries pay attention to economic policies for promoting international tourism as a potential strategic factor to development and economic growth. Myanmar is a developing country and has many cultural attractions, heritage sports and natural attractions for travelers.

For visitors who enjoy rich culture, historical and archeological monuments, lifestyle, people and adventure, Myanmar is a fascinating destination. A country with diverse culture and home to 135 different ethnic groups. Myanmar is one the lowest crime records in the world by ensuring visitor security from start to end. These facts are very attractive to tourists which help tourism development. Positive impacts of tourism are jobs for local people, income for the local economy, helps preserve rural services like buses, village shops and post offices, increased demand for local food and crafts, tourists mainly come to see the scenery and wildlife, so there is pressure to conserve habitats and wildlife. Negative impacts of tourism are damage to the landscape: litter, erosion, fires, disturbance to livestock, vandalism, traffic congestion and pollution, Local goods can become expensive because tourists will pay more, shops stock products for tourists and not everyday goods needed by local, demand for holiday homes makes housing too expensive for local people, demand for development of more shops and hotels, jobs are mainly seasonal and low paid with long hours. Myanmar tourism generates not only foreign earnings but also increase the employment opportunities of local people and improve socio-economic condition.

Bago Region occupies an area of 39,400 square kilometers divided into the four districts of Bago, Pyay, Tharrawaddy and Taungoo. Bago is the fourth largest town of Burma. Bago Region's seal are two siblings hintha, due to historic Mon influences in the area. Bago is one of the richest archaeological sites in Myanmar. Bago was made the Capital of the Mon Kingdom and to be known as Hanthawaddy. It was also the seaport of ancient Mon kings. Then it becomes the Second Myanmar Empire of founded by king Bayinnaung. Bago has many tourism attractions places. The major tourist sites of the Bago Region can be reached as a day trip from Yangon

1.2 Objectives of the Study

The objective of the study is to examine the residents' perceptions of economic, socio-cultural, and environmental through the impacts of tourism in Bago Township.

1.3 Method of Study

In this study, descriptive method is applied using primary and secondary data. The secondary data is obtained from respective government offices and organizations such as Ministry of Hotels and Tourism (MoHT), Myanmar Tourism Factories (MTF), Myanmar Restaurant Associations (MRA), Myanmar Hotels Associations (MHA), Union of Myanmar Travel Associations (UMTA) and Township administer Office in Bago. The primary data is collected by conducting a survey with structure questionnaire on randomly selected 150 samples.

1.4 Scope and Limitations of the Study

The study is only focused on sample households in Laik Pyar Kan ward, Zau Ping ward, Hin Thar Kone ward, Bo Gone ward, Mazin ward in Bago Township selected for this study has chosen. The data from 150 responds were collected by using face to face interview methods. Simple random sampling method was used in this study.

1.5 Organization of the Study

This thesis is organized into five chapters based on the facts and data collected. Chapter (1) presents introduction part which comprise of rationale of the study, objectives, method, scope and limitations and the organization of the study. Chapter (2) presents the literature review including the concepts of development and theories. Chapter (3) expresses overview on tourism sector of Myanmar. Chapter (4) analysis on perception of local people on tourism development, results of surveys and reports analysis of Bago Township. The final chapter (5) is conclusion in which findings and suggestions are presented.

CHAPTER (2)

LITERATURE REVIEW

2.1 Concepts of Tourism

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values and contribute to inter-cultural understanding and tolerance. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation. (UNWTO U. a., 2005)

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/ or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising tourist's awareness about sustainability issues and promoting sustainable tourism practices amongst them. (UNEP and UNWTO,2005)

2.2 The Development of Tourism

Tourism development is an element of growth that involves enlarging the ownership base such as people benefiting from the tourism industry through job procurement, skill development, business and wealth creation and ensuring the geographical spread of tourism business all over the given destination.

The basic definition of tourism development is to create strategies and plans to increase/development/encourage tourism for a country (place). Development the tourism sector, the reason behind planning and implementing strategies for developing the tourism sector is to increase the GDP of a country. Better the economy of a country. Tourism becomes a way of revenue generating opportunity through employment (direct and indirect jobs). (Healthticket Medtour, n.d.)

Tourism development mainly refers to the situation of getting quality growth in tourism sectors in terms of its development, strong plan and policies and marketing through the world, so tourism development all knows that places. Moreover, the tourism development includes accessible way to reach the destination, proper facilities like hotels, means of transportation, amenities etc. So, the tourist can have full satisfaction in the destination. On the other hand, the GDP, Revenue and per capital income increments by the tourism are also symptoms of development. As from the tourism, the country might get the more benefits and can provide the equal facilities to the guest may be called the development. (Magar, 2017)

The usual case in tourism planning is for infrastructure development to precede the completion of the tourism facilities. According to the ESCAP report (1999) the infrastructure networks are transportations, water supply systems, energy and power, waste disposal system, post and telecommunication service and pollution control mechanisms. The report also states that various tourism facilities and services play a crucial role in the success of a tourism destination. The facilities and services required for the tourism industry are hotels, restaurants, travel and tour services, shopping, visitor information, safely services, health services and care, financial services and personal services.

2.3 Impact of Tourism Sector

The study of the effect that tourism has on environment and communities involved has been part of the tourism discourse since the 1970s but has garnered much greater attention in recent years due to debates on over tourism. Impacts are not easily categorized, having direct and indirect components. Also, tourism is often seasonal, and impacts only become apparent after time, with varying effects, and at different stages of development. And impacts can be categorized into economic impacts, impact of tourism on the environment and social and cultural impacts. (Mason, 2003)

(i) Economic Impacts

Tourism has direct, indirect and induced impacts on local economies, these can often be largely divergent between countries, based on the structure of the sector but most importantly on how well linked tourism activities are with the local economy. Greater linkages generally translate into higher levels of local economic activity (and growth), which tend to occur when tourism enterprises source tourists' goods and services (including labor) locally whilst low levels of economic linkages occur where tourism enterprises are dependent on imports (including staff) to supply these demands.

Direct effects are production changes associated with the immediate effects of changes in tourism expenditures. For example, an increase in the number of tourists staying overnight in hotels would directly yield increased sales in the hotel sector. The additional hotel sales and associated changes in hotel payments for wages and salaries, taxes, and supplies and services are direct effects of the tourist spending. (Stynes, n.d.)

Induced effects are the changes in economic activity resulting from household spending of income earned directly or indirectly as a result of tourism spending. For example, hotel and linen supply employee, supported directly or indirectly by tourism, spend their income in the local region for housing, food, transportation, and the usual array of household product and service needs. The sales, income, and jobs that result from household spending of added wage, salary, or proprietor's income are induced effects.

By means of indirect and induced effects, changes in tourist spending can impact virtually every sector of the economy in one way or another. The magnitude of secondary effects depends on the propensity of businesses and households in the region to purchase goods and services from local suppliers. Induced effects are particularly noticed when a large employer in a region closes a plant. Not only are supporting industries (indirect effects) hurt, but the entire local economy suffers due to the reduction in household income within the region. Retail stores close and leakages of money from the region increase as consumers go outside the region for more and more goods and services. Similar effects in the opposite direction are observed when there is a significant increase in jobs and household income.

Final demand is the term used by economists for sales to the final consumers of goods and services. In almost all cases, the final consumers of tourism goods and services are households. Government spending is also considered as final demand. The same methods for estimating impacts of visitor spending can be applied to estimate the economic impacts of government spending, for example, to operate and maintain a park or visitor center. (Stynes, n.d.)

The overall impacts of the sector are the sum of the direct, indirect and induced effects: (WTTC, Methodology for production the 2012WTTC/Oxford Economics Travel & Tourism Economic Impact Research, 2012)

- Direct Impact: Represents the GDP generated by activities that directly deal with tourism such as hotels, travel agents, airlines and tour operators as well as restaurants and other activities that cater to tourists.
- Indirect Impacts, impacts which accrue due to the activities undertaken by the sector, and are a function of three different factors:
 - a) Capital Investment in tourism: Includes capital investment within all sectors that are directly involved in the tourism industry as well as spending by enterprises in other sectors on tourism assets such as transport or accommodation.

- b) **Government Spending for Tourism:** Government spending to support the tourism sector, which can include both national and local spending. Activities include tourism promotion, visitor services, administration etc.
 - c) **Supply Chain Effects:** These represent the purchase of domestic goods and services, as inputs to the production of sector's final outputs, by enterprises within the tourism sector.
- **Induced Impacts:** Represents the wider contribution of tourism through the expenditures of those who are directly or indirectly employed by the tourism sector. (Lemma, 2014)

(ii) Impacts of Tourism on the Environment

In addition to tourism's impact on national and local economies, the sector's impacts also have an environmental aspect that must be considered. The UNEP highlights three main impact areas of tourism on the environment i.e. The depletion of natural resources, pollution and tourism's physical impacts. (Lemma, 2014)

- **Depletion of Natural Resources:** Where tourism increase pressure on natural resources where tourism may already be scarce, manifested using water and the use of local resources.
- **Water Resources:** Overuse of water by tourism enterprises i.e. for tourist use, swimming pools, garden maintenance etc. In dry regions, the use of water is particularly concerning especially as tourists tend to consume twice as much water on holiday as they do at home (440 liters against 220 liters), whilst the quantity of water used for a golf course in a year is equivalent to its use by 60,000 rural villagers. In some popular South Asian resort areas, potable water is diverted away from local villages and supplied to nearby hotels, leaving villagers only a few hours per day to use water. Tourism water use typically accounts for 5% of total national water use, although in some countries it can be significantly higher i.e. around 40% in Mauritius or 35% in Cyprus.
- **Land Degradation:** Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism

and recreational facilities has increased pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and non-renewable, in the provision of tourist facilities can be caused using land for accommodation and other infrastructure provision, and the use of building materials. Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing.

- For example, one trekking tourist in Nepal and area already suffering the effects of deforestation can use four to five kilograms of wood a day. (UNEP, "Tourism and Environment in the Mediterranean.", 1995)
- Local Resources: Pressure on resources such as energy, food and raw material can be increased due to tourism. Increased use can affect them impact on local populations, especially in peak seasons when demand for resources is higher. Tourism can also negatively affect of biodiversity, especially in coastal areas (such as coral reefs or coastal wetlands), rainforests as well as arid and semi-arid regions and mountainous areas. Trekking, over-fishing, the construction of tourism resorts etc. can all contribute negatively to the biodiversity of these areas which can in-turn negatively affect the attractiveness of such areas for tourism activities. Trekking tourists in Nepal, for example, can use up to 5kg of wood (each) per day during treks, which compounds the effects of deforestation, which are already severe in Nepal.
- Solid Waste and Littering: In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment, rivers, scenic areas, and roadsides. For example, cruise ships in the Caribbean are estimated to produce more than 70,000 tons of waste each year. Solid waste and littering can degrade the physical appearance of the water and shoreline and cause the death of marine animals. (UNEP, Environmental Good Practice in Hotels, Case Studies (jointly with IHRA). , 1997)
- In mountain areas, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment with all the

detritus typical of the developed world, in remote areas that have few garbage collection or disposal facilities.

- Pollution: Tourism can contribute to pollution in the same way as many other economic sectors i.e. through air pollution, solid waste and wastewater.
- Sewage: Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater pollutes seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it contains lots of nutrients and it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and transparency can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals.
- Aesthetic Pollution: Often tourism fails to integrate its structures with the natural features and indigenous architectural of the destination. Large resorts of disparate design may look out of place in a natural environment and may clash with the indigenous structural design. A lack of land-use planning and building regulations in many destinations has facilitated sprawling developments along coastlines, valleys and scenic routes. The sprawl includes tourism facilities themselves and supporting infrastructure such as roads, employee housing, parking, service areas, and waste disposal.
- Air & Noise Pollution: Increases in tourist numbers (and subsequent demand in tourism travel demand) means that the sector is becoming an increasingly important source of emissions. The UNWTO has undertaken an analysis of the impact of tourism on carbon emissions based on 2005 data. (Lemma, 2014)

(iii) Social and Cultural Impacts

Sociocultural impacts are the “human impacts” of the tourism industry, with an emphasis on changes in the quality of residents’ daily life at the tourist destinations and cultural impacts related to transformations in the traditional values, norms, and identities arising from tourism. These impacts are complicated to quantify and calculate and emerge slowly over time in an inconspicuous

fashion. That changes in the norms and values in the short term are apparent but that there are also longer term and gradual changes in a society's values, beliefs, and cultural practices. Both positive and negative sociocultural impacts of tourism have been documented in a vast literature. (Cooper, Fletcher, Gilbert, & Wanhill, 2013)

On one hand, tourism has an influence on the features of the local social culture, affecting the social habits, customs, values, beliefs, and lifestyles of the residents at a tourist destination divided the sociocultural impacts of tourism into seven aspects, including the improvement of local facilities and infrastructure, the availability of more events, the conservation of the local cultural heritage, a decrease in the movement of people from rural areas to urban areas, and an increase in youth exchange programmers. It is also noted that tourism has not only ameliorated regional image and infrastructure construction in areas but has also been conducive to the improvement of recreational activities and quality of life among natives. For example, for one minority in China, found that people benefitted from the modernization brought by tourism. Clothes and food became nicer and more varied and transportation became faster than before. Among the studies that have focused on the sociocultural impacts of tourism, found that hosts recognized that tourism generates welfare for these communities. (Ismail, King, & Ihalanayake, 2011)

On the other hand, the negative impacts of tourism can also be found in previous work., who examined the sociocultural impacts of tourism development in the Okavango Delta, Botswana, found that in addition to positive impacts, tourism development had negative sociocultural effects on local communities, posing a threat to the quality of life of locals. These impacts include racial discrimination, enclave tourism, the resettlement of traditional communities, the breakdown of the conventional family structure and relations, and an upsurge in crime and prostitution. Additionally, the young generations have adopted the Western Safari style of dressing and use 'vulgar' language that is traditionally unaccepted. These stated that older respondents in South Africa voiced their concern that traditional African culture was being commercialized. The inequality of different dweller groups' income can lead to contradictions among a community and antipathy between the locals and tourists.

The residents were doubtful about official support for future tourism development on the African island of Sao Vicente, Cape Verde, as they were discontent with the negative effects of tourism. (Sánchez Cañizares, Castillo Canalejo, & Núñez Tabales, 2016) For backpacker tourism on the Yasawa Islands in Fiji, a South Pacific island nation, reported that backpackers brought both active and passive changes to the sociocultural sphere. On the positive side, the hosts agreed that backpacker tourism helps revitalize local cultural practices. However, backpackers also brought negative changes in residents' dietary culture, drinking rituals, dress codes, religious values, and personal relations. (Piuchan, Chan, & Kaale, 2018)

It is widely recognized that WHSs constitute a major impetus for tourist arrivals. In turn, tourism is favored by local authorities and communities where WHSs are situated due to these capabilities to stimulate the economy, generate revenue, and create employment opportunities, which are more important for rural residents than urban citizens.

However, although the fundamental purpose of creating the World Heritage List was to promote the greater sharing of experiences, better understanding among people, and the promotion of heritage conservation, the overexploitation of heritage sites has resulted in many consequent problems, one of which is negative social cultural impacts. It is revealed that local people worried about the negative impacts while they were happy about the positive ones. Due to the "tourism fiction" of heritage sites, local cultural values are faced with commercialization and deterioration. An investigation of Ogimachi in Japan indicated that the WHS designation caused the invasion of tourists into natives' lives and weakened the feeling of community and identity, which led to a separation between the WHS and its neighboring areas. (Okech, 2010)

Additionally, it was found that in Tanzania, the coexistence of distinctly wealthy travelers and apparently needy locals could give rise to exploitation, cultural decline, and sporadic violence. However, no critical institutional reforms have been implemented to secure the rights of residents and to ensure that they will benefit from tourism. The negative influence of tourism is reflected in obstacles to the sustainable development of WHSs, for instance, the lack of

financial assistance and the loss of local governments' subjective status in decision making. As the developing country with the largest amount of WHSs. WHSs in China re under population pressure, which came following tourism development. Moreover, in the UK, pointed out that the government of WHSs did not involve active measures in terms of social sustainability dimensions in the same way as for the sustainable development of the environment. (Landorf, 2009)

2.4 Impact of Tourism on Regional Development

Tourism Sector has an important role in regional development and efficient use of resources. IN the elimination of regional imbalances, tourism industry will enable the regions that do not have adequate resources and development opportunities in agriculture and industry, but has rich tourist offering value to be developed in a balanced way in terms of tourism. Tourism affects employment in structure and development and increase income accordingly.

Employment effects increases depending on the intensity of the development of tourism and tourism demand. The greater tourism demand is for the region or a country the more employment growth is in the country or in a region. Tourism creates employment as much as its income. One hand Tourism occupies a place in the structure of the national income, On the other hand, it brings income effect to the economy by multiplier mechanism the expenses of an economic unit is the income of another economic unit in the economy.

In Tourism industry, various expenditures made by tourists and citizens of countries participating in the eating of domestic tourism, inward, accommodation, entertainment, in order to meet their needs such as shopping and transportation, creates as much income as its total. The owners of the production factors who have received this income will spend this money for different reason and this spent money will form the factors of production. This stream of spending revenue will continue in the form of a loop. The effect of spending to create direct or indirect income in this way is called multiplier mechanism. It considers Tourism as attracting customers and science of serving clients, art and trade, it is a wide range of service ring. Tourism affects many sectors of the national economy and is influenced by many sectors due to consisting of the different composition of the tourism product.

On the other hand, every step in the delivery of tourist services is under the responsibility of different organizations. For example, travel agencies, airlines and staff, catering company, baggage, cabin cleaning crew in air transportation form parts of this service. It means that it requires almost no complex technology for the environment required for the initiation and development of this event in this issue of increasing its meaning and importance in terms of tourism's economic development. Tourism is an industry about raw materials and technology no foreign development. Tourism expenditure unlike other sectors, can be made in various fields.

Expenditures that are made for travel agents' hotels and other tourist activities are in the first ring of spending for the purpose of tourism. This is known as the direct impact of tourism and is equivalent to the two splits among employees, suppliers and their suppliers. This is the indirect impact of tourism income. This effect lasts until spending in the local economy's last ring expense of the obtained income. The regional contribution of tourism as follows:

- Tourism investment made to meet the increasing demand for tourism increased by tourist consumer spending made by domestic and foreign arrivals to the region, increase the incomes of factors of production in the tourism sector as well as in other sectors determine the tourism industry.
- Tourism allows for balanced development in the regions by having a positive effect on the inter-regional income distribution through the creation of new job opportunities in the country.
- Tourism contribute to the region's economy through added value. The increase of the impact of tourism revenue, causes an increase in the production of quality agricultural sector, to ensure standardization and to find the true value of quality products in parallel with the tourism sector.
- At the same time, in areas where the tourism is developed, it will lead to the development of environmental awareness in the region. The speed of realization of the above-mentioned development elements is possible by using touristic supply data owned by the country or region effectively and making tourism sector a priority sector for the country's development.

2.5 Review on Previous Studies

Phoebe N. Kariuki. (2013), studies on “Local Residents’ attitudes and perceptions towards tourism development: a study of lake Nakuru national park and its environs, Kenya”, the results found that residents “attitudes and perceptions are critical in determining tourism development in host destinations and cannot be overemphasized. This study was conducted within and around Lake Nakuru National Park to determine factors that influence the attitudes and perceptions of local people towards tourism development in LNNP and the benefits derived, and cost incurred from tourism development within and around LNNP.

Konstantinos Andriotis. (2000), studies on “Local Community perceptions of tourism as a development tool: The Island of Crete”. The research findings identify much agreement among the three community groups (local authority officials, residents and tourism business owners and managers) suggesting that it is feasible to further develop tourism with the support of the community. Tourism is viewed positively as a development option, and further tourism development, with conditions attached, is supported. The expansion of tourism has brought economic gains, employment creation, increased population, enhanced community infrastructure and cultural and environment preservation. Tourism has modified traditions and has affected the environmental and society. Since community perceptions match reality (what is on the ground from development), problems are real, and it is necessary to find solutions for their amelioration.

Dr. Kawal Gill (2014), studied on “Tourists’ Perceptions about Tourism Impacts A Literature Review”. The result found that tourism is an industry with enormous economic impacts, environmental and social consequences. Thus, a thorough understanding of each component of the tourism phenomenon is essential so that those involved with planning, management and policy determination can have a basis for decision making.

Sajad Alipour Eshliki and Mahdi Kaboudi (2011), studied on “Community Perception of Tourism Impacts and Their Participation in Tourism Planning: A Case Study of Ramsar, Iran”. The result of analysis revealed that tourism influences the quality of local community members’ life. Also, there is a significant relationship

between factors affecting quality of community members' life and their level of participation.

Athula C. Gnanapala (2016), studied on "Community Perception on tourism Development and Its Impacts: A Study on Passikudha, Sri Lanka". The findings indicate that more benefits have been brought to the area due to the ongoing tourism development activities, however the local community is not in a position to get the real benefits of the tourism development due to lack of proper education, knowledge, experience, capacity etc. The community bear mixed perception about the ongoing development in the study area. On the other hand, those who get benefits through tourism hold positive perception and attitudes while those who have not received any tangible benefits hold negative attitudes about the tourism development. The results highlighted that; it is necessary to have a well-planned awareness program about the community involvement for the ongoing tourism development activities. Therefore, the authorities should concern more about the community awareness and capacity building programs in order to deliver the benefits of tourism development to the local community also to ensure the long-term sustainability of the industry.

Edim M.E., Osaji N.N., Odok E. A. (2014), studies on "Socio-Economic Impacts of Tourism on the Development of Calabar Metropolis of Cross River State", The results found that festivals, recreational sports facilities and museums have a significant effect on the socio-economic development of Calaber metropolis of Cross River State. Based on these findings, it was recommended that cultural and Christmas festivals should be expanded to cover every Local Government Area in the state in order to expose the rich tourism potentials of the state and encourage infrastructural development in the local communities. Some recommendations and suggestions for further research were also made.

Gebreaninya Gebru Kidane, Meaza Hadush Berhe (2014), studies on "Soio-Economic Impacts of Tourism in Axum Town, Tigray Regional State, Ethiopia. The finding indicates, tourism has a multi-dimensional impact, economically, socio-culturally, environmentally as well as politically.

Ogunberu Adetunde Fatai (2011), studies on "Socio Economic impact of Tourism Development in Nigeria. The findings of this study revealed that the coastal line of Lagos as a tourist attraction has a positive socio-economic impact on the

people of the area in terms of job creation, income generation, infrastructural development and other positive elements. Though, there seems to be problems within the region and for that reasons, few recommendations are put forward to give likely solutions and they are: Provision of infrastructural facilities to enhance development in the area, government-private partnership, community involvement to encourage grassroots participation, expansion of the coast line to decongest the already existing ones, security, promotion, coastal zone management and political will on the side of the government.

Glenn Kreag (1988), studied on “The Impacts of Tourism”. The results indicate that directing tourism growth toward local needs, interests, and limits can greatly enhance to tourism’s value to the community and help create a sustainable industry. Many small communities have the skills and resources for successful tourism development. Creating a local tourism industry is not a daunting task but making tourism really “fit” the community requires work. Creating a successful and sustainable tourism industry is like creating any successful and sustainable economic activity.

Osumanyi Nora Otusha (2016), studies on “Residents’ Perceptions of Economic, Social and Environmental Impacts on Tourism Development in JOS Nigeria”. The results of the research the findings showed that perceptions of tourism impacts are significantly different regarding positive environmental, negative economic, negative social and negative environmental impacts based on gender. The findings also showed that age causes significant differences on the positive social, positive environmental and negative economic impact of tourism to the location. Further findings showed that the marital status of the residents holds a significant difference on the negative economic impact in the study. Finally, the number of kids of the residents holds a significant effect on the positive economic, positive social and positive environmental impact of tourism to the location.

Lin Yan (2014), studies on “Residents’ Attitudes Toward Tourism Impacts in Zhouzhuang Canal Town” The finding is consistent with previous research that residents gain more personal benefits from tourism, the more positively they perceive tourism impacts, while they gain fewer benefits from tourism, the more negative these perception of tourism. Findings also suggest that tourism income is an important variable to influence the residents’ perception of tourism impacts.

L. du Plessis (2010), studies on “Tourists’ perceptions of tourism impacts on the environment” in South African National Parks. This research revealed that tourists are of the perception that environmental impacts do, in fact, occur in South African National Parks due to tourism and, further, that these impacts do influence tourist experiences negatively. Environmental impact aspects identified by this research can therefore be used by park management to provide better ecotourism products that are more environmentally friendly, as well as providing unforgettable nature experiences for potential tourists to South African National Parks.

Amin Shahgerdi (2014), studies on “Environmental Impacts of Educational Tourism on the City of Famagusta, Northern Cyprus” Findings of the research gave rise to the fact that overdevelopment of educational tourism in recent years in Famagusta city has placed several negative impacts on the environments as; air pollution, water and land pollution, noise pollution, damage to historical places and beach pollution.

Zainub Ibrahim (2009), studies on “Tourism Development and the Environment on the Egyptian Red Sea” This study found that the Egyptian private sector is more successful than the public sector in planning and managing environmental initiatives, and that Egypt’s tourism pricing policy is a key influence on the level of environmental degradation. In terms of laws and regulations, it was found that Egypt has enough environmental regulations and institutions; but that the challenge lies in the functioning and efficiency, and that the government’s environmental initiatives are largely symbolic and designed to attract foreign aid.

Erik Lundberg (2014), studies on “Tourism Impacts and Sustainable Development” this finding shows that the concepts of Use and Non-use values shift the focus from economic impacts to a discussion about value in the evaluation of tourism impacts. The attempt to achieve commensurability between different impact dimensions, in order to establish socio-cultural and environmental impacts on an equal footing with economic impacts, is found to be promising. Findings from the second case study highlight the heterogeneity of local communities in terms of resident attitudes, through the application of a segmentation approach and a stakeholder perspective. Furthermore, the level of tourism development and the incorporation of an evaluative component are two factors that are found to facilitate the management of sustainable development at tourist destinations. The methods and

tools applied and developed in this thesis emphasize the importance of including residents in the tourism and event evaluation process, as well as a broader understanding of tourism impacts and the assessment of their value. This finding contribute to the development of knowledge regarding how the objectives of sustainable development in tourism can be met.

CHAPTER (3)
OVERVIEW ON TOURIMS SECTOR OF MYANMAR

3.1 Tourist Attractions in Myanmar

The most popular available tourist destinations in Myanmar include big cities such as Yangon and Mandalay; religious sites in Mon State, Pindaya, Bago and Hpa-An; nature trails in Inle Lake, Kengtung, Putao, Pyin Oo Lwin; ancient cities such as Bagan and Mrauk-U; as well as beaches in Mabule Ngapali, Maungmagan Ngwe-Saung, Mergui. Yangon: Myanmar's largest city, is also popular destination of tourists Myanmar. ("Myanmar Travel Agency"., 2013)In Myanmar also focused dense places like Shwedagon Pagoda, Sule Pagoda, crocodile farm Thaketa, Bogyoke Aung San Market Mingalar, neighborhood west line 19th street, Temple Botataung, Saint Mary's Cathedral, the church Holy Trinity Cathedral, Mailamu temple, monastery Musmeah Jewish Yeshua Synagogue, Mahabadoola Park, Lake Inya and Kandawgyi Lake. The Shwedagon Pagoda which is the most important sights is a place to keep four treasures of Buddhism including Kakusandha sticks, water purification Konagamana, coat of Kassapa and eight hairs of the Buddha.

Mandalay is the second largest city after Yangon in Myanmar and is a destination and transit point for most popular with tourists Myanmar. The sights include wooden monastery Shwenandaw, Kuthodaw Paya pagoda with the world's largest book, Mandalay Hill, Royal Palace, Mahamuni Pagoda statue studded with real gold leaf, U-bein bridge – tree the world's longest wooden bridge and monastery in Amarapura. Mingun famous for tourists Myanmar through the relics and ruins follwoning: Mingun bell which is one of the largest and heaviest bells in the world, Pahtodawgyi Mingun pagoda and whit temple Hsinbyume object Myantheindan Chinthe. On the east of Mandalay, Pyin Oo Lwin Township is located on a hill 1,000 meters above sea level is quite distinct destination of tourism in Myanmar. Some notable attractions are Kandawgyi National Park, Clock Tower Big Ben Purcell styled tower in London, Anisakan waterfall, waterfall and cave Pyeik Pwe Kauk Chin

Miang. In addition, Mandalay, Bagan, Ava, Amarapura, Pyin Oo Lwin and Mount Popa are enriched with tourist attractions sites in the country. (Myanmar Tourism Master Plan , 2013)

Bago is the former imperial capital of Bago. Bago presented many relics, including Buddha statue located Shwethalyaung, Imperial Spirit Shwemawdaw temple, the highest temple in Myanmar, Buddhist statue sits Kyaik Pun has 4 sides, supply Kanbawzathadi power Taungoo Dynasty Place, and a host of other temples like Maha Kalyani, Mahazedi, Shwegugale and Solid Snake Pagoda Temple. From Bago you can visit famous places of tourist Myanmar pagoda Kyaiktiyo or Gold Mountain Golden Rock Pagoda on a hill protruding Kyaiktiyo.

Mawlamyine is the fourth largest city of Myanmar. The sights are most notable contributions to this Mawlamyine Myanmar's tourism. Bo Le Temple Nwar La Bo lies on three protruding rocks. This temple is often compared to the Golden Temple Mount Kyaikhtiyo, although less attracted by more visitors. In Mon State, Kyaiktiyo Pagoda, Mudon, Mawlamyine are famous tourist sites. Rakhine State comprises famous attractions such as Mrauk Oo, Ngapali Beach and Mahamuni Buddha Image Casted at the Buddha's lifetime in Kyauk Taw. Shan State is where the Inlay Lake beautiful hill station named Taunggyi are located. Other beaches such as Nabule Beach, Chaungtha, Ngwesaung, San Maria Bay attracts the visitors unceasingly. Ecotourism include Myeik Archipelago Valley, Hkakabo Razi, Alaungdaw Kathapa National Park and Popa Mountain National Park. (Myanmar Travel Agency, 2013)

3.2 The Potential of Tourism Sector in Myanmar

Emerging destination with a competitive advantage with growing international awareness, continually expanding infrastructure and improving services. Myanmar is emerging as an attractive investment and tourism destination. Tourists visit Myanmar to experience its unique culture and historic sites as well as the kindness and diversity of its people.

Myanmar is a new, relatively untouched and unique tourist destination it has a competitive advantage over other destinations in the region. However, this advantage cannot be sustained by "honeymoon" growth alone; steps must be taken to establish

Myanmar as a distinctive “brand” among regional competitors. Establishing and maintaining Myanmar as a preferred destination requires development of innovative products, comfortable accommodations, skilled tour guides and accurate information, all promoted through creative marketing. It also requires sustainable, inclusive and responsible development by the industry. (The potential of tourism in Myanmar, n.d.)

The Ministry of Hotels and Tourism has introduced the Myanmar Tourism Master Plan as a road map for Myanmar’s tourism development. A strong, creative tourism industry helps support poverty reduction and responsible growth. It emphasizes community development, gender mainstreaming, sustainability and social responsibility in developing tourism products. The plan also highlights human resource development as essential for Myanmar’s tourism industry to meet current and future needs for those living in rural and remote areas, work in the tourism industry offers rewarding opportunities and often extra income. In addition, interaction between tourists and communities can lead to improvements in infrastructure as well as environmental and social benefits.

3.3 Tourist Arrivals to Myanmar

Tourist Arrival in Myanmar decreased to 367733 in February from 380172 in January of 2019. Tourist Arrivals in Myanmar averaged 268224.41 from 2012 until 2019, reaching an all-time high of 450541 in December of 2016 and a record low of 125085 in December of 2012.

About 600,000 foreign visitors came to Myanmar in 2003, up nearly 20 percent from 2002, according to government sources. These travelers brought in \$116 million in revenues, compared to \$99 million the year before. Visitors from neighboring countries such as Thailand, Malaysia and Singapore accounted for 44 percent of the increase and made up more than half of all visitors. In 2003 Thais made up 10.8 percent of all visitors to Thailand. There were the largest group, followed by citizens of Taiwan, Japan and China. Germany was the source of the largest number of Western tourists followed by the United States, France, Britain and Italy. (World Tourism Organization, 2014)

About 150,000 tourists visited Myanmar in 2007, half the number who came in 2006, a record year for tourism in Myanmar. The Myanmar government said

500,000 foreign visitors visited history in 2002, a figure that was probably exaggerated as a government statistic are highly suspect. The World Tourism Organization said the true number was more likely 200,000 including diplomats and businessmen, with 12,000 from the United States. This was up from 160,000 foreign visitors in 2000 and only 20,000 in 1994.

Table (3.1) Arrival travelers to Myanmar

No	Year	Travelers
1	2019	380172
2	2018	3551428
3	2017	3443133
4	2016	2907207
5	2015	4681020
6	2014	3081412
7	2013	2044307
8	2012	1058995
9	2011	816369
10	2010	791505
11	2009	762547
12	2008	731230
13	2007	716434
14	2006	630061
15	2005	660206
16	2004	656910
17	2003	597015
18	2002	487490
19	2001	475106
20	2000	416344
21	1999	451731
Total		29085049

Source: World Tourism Organization 2019

The number of European and North American travelers fell off at various times in the 1990s and 2000s. Some were affected by calls for boycott on tourism to Myanmar. Others had security concerns. Often at the same time this was happening the number of Asian travelers from Japan, South Korea and China was increasing. Visitors have not been so inclined to follow- or had even heard about – the tourism boycotts of Myanmar. During periods of unrest in Myanmar, even during the high season for tourism, many hotels in popular spots, such as those surrounding the ancient Buddhist temples of Bagan, were virtually empty. When that happened cooks and chambermaids at hotels restaurants as well as curio hawkers, tour company workers and craftsmen lost their jobs or sources of income.

During the fiscal year 2010-2011, 424,000 people visited Myanmar, according to official data, and its 570 hotels and 160 guesthouses had a total capacity of just 24,692 rooms. By contrast, neighboring Thailand, which has a similar climate and landscape to Myanmar, has more than 4,000 hotels and resorts and attracted 19 million visitors the same fiscal year. Total tourism arrivals in Myanmar during the fiscal year 2009-2010 stood at 300,000, up from 255,288 a year earlier. (Hays, TOURISM IN MYANMAR , 2014)

An estimated 1 million Chinese visit Myanmar every year. Many of visitors do so without visas and hit the border towns patronized mainly by visitors to gamble and have sex with prostitutes.

As of May 2010, foreign business visitors from any country can apply for a visa on arrival when passing through Yangon and Mandalay international airports without having to make any prior arrangements with travel agencies. Both the tourist visa and business visa are valid for 28 days, renewable for an additional 14 days for tourism and 3 months for business.

Tour guides and hotel employees in Myanmar have been given instructions not to discuss politics with foreigners. If foreigners are caught doing so visitors can face severe punishments. Hotels are required to give list of these guests to the military intelligence office. Generally, the military keeps a low profile in tourist areas and soldiers are friendly and helpful to travelers. However, there have been cases of travelers being detained in locked room. Violent crime involving foreign tourists is relatively rare in military-dominated Myanmar.

The most popular available tourist destinations in Myanmar include big cities such as Yangon and Mandalay, religious sites in Mon State, Pindaya, Bago and Hpa-

An; nature trails in Inle Lake, Kengtung, Putao, Pyin Oo Lwin, ancient cities such as Bagan and Mrauk-U; as well as beaches in Nabule Ngapali, Maungmaga Ngwe-Saung, Mergui. ("Myanmar Travel Agency"., 2013)

3.4 Current Situation of the Myanmar Tourism Industry

There are so many Challenges and opportunities for Myanmar tourism industry. Tourism in Myanmar has gone through a major transformation since the country opened its doors to the rest of the world with the arrival of democratization in 2011. During the year 2010, one year before democratization, there were only 800,000 foreign tourists. This number quadrupled to more than 3.4 million by the year 2017. By country and region, Thailand and China stand out the most, making up 20% and 15.6% respectively of all foreign tourists arriving in Myanmar by air. As the number of foreign tourists increases, so do business opportunities, and this is having a positive effect on Myanmar's economy. (The potential of tourism in Myanmar, n.d.)

(i) Marketing Performance

Myanmar's flagship destinations Yangon, Bagan, Mandalay, Inle Lake, Ngapli Beach and Kyaikhto, dominate tourism arrivals. Tourism in the far north and south of Myanmar is limited, so a major challenge for the industry is to increase the number of destinations around the country. Another key challenge is to attract tourist during the green season (May to September). Myanmar has many relatively untouched destinations that could be world class if they are well developed, marketed and managed.

(ii) Infrastructure

Hotel infrastructure is focused on flagship destinations and not remote locations. There are often few or no accommodation options available for tourists who want to explore more rural areas. Tour operators note that more 3-star options would attract greater numbers of tourists to these destinations. Myanmar is a large country and tourist destinations are widely dispersed. A dependable and affordable airline service is essential to meet growing tourism needs. As of 2017, the tourism market was served by 28 international airlines and eight domestic airlines.

Transport at the destination level remains in need of development. Local car rental business often work with hotels in providing service to tourists however the

quality of vehicles is variable. (“Myanmar Tourism Human Resource Development Strategy & Action Plan”)

(iii) Information

Access to online information by the tourism industry in Myanmar is limited. Local entrepreneurs are hesitant to work based on bookings received by email and despite online booking services, many do not use the internet to gain wider market access. Few tourism related businesses have websites to market their products and services. This hampers the development of new, alternative destinations, resulting in an even greater concentration of visitors in Myanmar’s flagship destinations. To complicate matters, there is no centralized hub providing tourists information on destinations and activities and Tourism Information Centers are hard to find in the country.

(iv) Human Resources

Myanmar’s tourism industry lacks an adequately skilled workforce at all levels, from tour guides, to service staff and destination managers. The Myanmar Tourism Master Plan is helping to respond to this issue. The MoHT and development partners provide hospitality training to address the shortage of skilled labor in the tourism industry. Moreover, emphasis is placed on training tour guides in the top three languages English, French and German to enable tour guides to communicate more effectively with tourists. The following Modular Diploma and Certificate courses are being conducted for human resources development in the tourist industry-

- (a) Diploma in Hotel Management
- (b) Certificate in Supervisory Skills
- (c) Certificate in Food preparation
- (d) Certificate on Front Office Operation
- (e) Certificate on Communication Skill
- (f) Diploma in HRD for Hospitality, Supervisory and Trainers
- (g) Certificate in Tourism Statistics
- (h) In Tourism Marketing

3.5 Tourism Sector Reform in Myanmar

Tourism has played an important role in the economic development of Myanmar since the beginning of national reforms in 2011. Myanmar has many

potential tourist attractions due to its 1,930 km of coastline, its historical monuments and its diversity, its cultural traditions. The Government has developed a master plan for tourism development which aims to make Myanmar a leading tourist destination in Southeast Asia and to respond to the growing number of tourists arriving in Myanmar. The Ministry of Hospitality and Tourism estimated the number of tourists from Myanmar in 2016 at 6 million. In addition, political and economic stability is seen as an opportunity for tourism development. (Myanmar's Tourism Industry, 2011)

The Myanmar tourism master plan for the period 2013-2020 aims to reach 7.48 million international visitors by 2020, representing an increase of approximately 1.48 million tourists compared to 2016. Hotel in Myanmar rose from 9,132 at the end of 2015. End November 2016 there were 11,207 people. However, there is a need to improve the demand for reception services for Myanmar to reach its tourism destination.

The World Travel and Tourism Council predicts that the tourism industry in Myanmar will rank second among 184 countries in 2016 and continue to expand over the next ten years. The exponential growth of the sector is expected to increase tourism employment by 2.1 million jobs by 2026, contributing an average 6.5% of GDP to Myanmar between 2015 and 2016.

According to the Ministry of Hospitality and Tourism, 3.1 million tourists entered Myanmar in September 2016. The number of tourists has fallen in 2015 compared to the same period. However, \$ 3 billion was invested in 56 projects dedicated to foreign tourist attractions from the end of November 2016.

Although the tourism sector in Myanmar has grown significantly, the government needs to improve the infrastructure in every way to meet international standards. In 2015, \$ 2.6 billion was invested in the development of the hotel and tourism business, which comprises 9,132 hotel rooms in 48 projects. This investment is now 69% complete.

The growth of the tourism industry in Myanmar is based on political reforms, economic stability and clear procedures for foreign investment. The government of Myanmar is working to introduce a clear investment law to promote foreign direct investment, which also includes a tourism law. The goal is to increase investor confidence in Myanmar. For example, since July 2016, the application for a hotel

operating license, a tour operator license, a tourist guide and a tourist transport license have been made available online.

Analysts conclude that growth in the tourism industry is driven by large projects funded by foreign investors. If investors promote the Investment Law for Hotels and Tourism and Tourism Law, foreign investment in this sector will increase and contribute to the development of tourism in Myanmar. In addition, the Myanmar Tourism Master Plan 2013-2020 outlined its vision to develop the tourism and hospitality sectors to create employment and business opportunities for the people of Myanmar. (Myanmar's Tourism Industry, 2011)

3.6 Economic Impact of Tourism Sector

More than 100 million workers are employed in the tourism sector worldwide, and tourism revenues account for more currency flows to developing countries than all aid flows from foreign donors. According to the Ministry of Hotels and Tourism, the tourism sectors is expected to bring in USD 905 million in the year 2014. Further the World Tourism and Travel Council estimates that every dollar spent on travel and tourism generates over three dollars of economic output.

The tourism sector has the potential to create large numbers of jobs. The services sector currently accounts for about 38% of the GDP. The tourism sector's expansion requires less in the way of specialized skills and infrastructure than most other service industries, since the key resource is the interest in an attractiveness of the country itself. A report by the World Tourism and Travel Council claims that employment in the travel and tourism sector with Myanmar, including jobs indirectly supported by the industry, has grown by 6.5% reaching 877,500 jobs in 2014. The Tourism Master Plan estimates that direct tourism employment by 2020 will provide between 500,000 and 1,500,000 jobs. There is significant potential for business start-ups related to the tourism sector such as hotel bakery suppliers and bicycle hire shop; GIZ is supporting the industry in Myanmar to make this happen. The Myanmar Tourism Federation also announced in October 2014 that it will set up a privately-owned. Tourism Bank Public Company Ltd, which will provide financial support to small and medium enterprises operating in the tour and travel industry.

Tourism activities could serve as a catalyst for the development of other sectors of the Myanmar economy such as agriculture, fisheries, manufacturing, construction and crafts production, which could then contribute to poverty reduction

and enhance economic benefits for the local community. Further, according to sources almost 60 percent of entry-level positions in the tourism sector are occupied by women. A number of initiatives to support the e poor in the tourism related activities have been initiated. In the Greater Inle Lake region, a number of NGOs support community-based and industry-supported endeavors to engage the poor as producers along various tourism value chains as well as for skill training and employment in the hospitality sector.

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CHAPTER (4)
ANALYSIS ON PERCEPTION OF LOCAL PEOPLE ON TOURISMS SECTOR
IN BAGO TOWNSHIP

4.1 Geography and Demography of Bago Township

Bago Region has area of 1121.66 sq. miles (717861 acres) or 39,404 sq. kilometers and comprises four districts (Bago, Pyay, Tharyarwady and Taungoo) or 28 townships, 254 quarters, 1383 village tracts and 6241 villages. The capital of Bago Region is Bago. The distance from south to north is 167 miles and largest breadth between east and west is 148 miles. Geologically, Bago Region is formed by mainly recent alluvium in the lowland, and sedimentary rocks of Bago Group and its equivalents in Bago Yoma. The annual normal rainfall is about 330 cm (129.91 inches) at Bago, 360 cm at Shwegyin, over 210 cm at Taungoo, and 120 cm at Pyay. Toughly 70 to 80 percent of annual rainfall is received during the summer monsoon period. The daily mean relative humidity is about 60 percent in January, 50 percent in April, and 80-90 percent in rainy season at Pyay. Thus, it has Tropical Monsoon (AM) type in the south and in the east and Tropical Savannah (AW) type in the west and in the north. Soils are salty mud of mangrove forest (Solonchaks) along the coastal area, meadow, bog and alluvial soils in the lowlands, lateritic soils (Ferrasols), yellow brown forest soils (Ferroasols-xanthic), and yellow brown soils of dry forest and indaing (Cambisols) in the hilly and rolling areas.

4.2 Features of Tourism Attraction in Bago Township

The main features of tourism attraction of Bago Region can be stated as follows.

- (i) Shwemawdae Pagoda is a stupa located in Bago, Myanmar. At 114 meters in height, the Shwemawdaw holds the record for the tallest pagoda in the country although the Shwedagon Pagoda in Yangon is usually credited as the tallest pagoda in Myanmar (at 98 meters (322 ft) Shwemawdaw, along with the Shwedagon and Kyaiktiyo, are famous Mon pagodas.

- (ii) Shwethar Lyaung Pagoda is a reclining Buddha in the west side of Bago, Myanmar. During British colonial rule, in 1880, the Shwethalyang Buddha was rediscovered under a cover of jungle growth. Restoration began in 1881, and Buddha's mosaic pillows were added in 1930.
- (iii) Myatha Lyaung Buddha probably more beautiful than the one in Shwethar Lyaung Pagoda. This is one that looks beautiful within the green surrounding as seen from the top of Mahazedi Pagoda. Directly west of it is a small lake with dozens of turtles that turn up when it is feeding time right before sunset. When walking through the temple gardens, take off your shoes. It is possible to walk through the monastery where many monks are living, just ask for the way.
- (iv) Laymyatnar Buddha, A complex of four standing Buddhas facing each geographic direction. Only worth it if you are already in that area, e.g. for the reclining Buddha or the Mahazedi Pagoda.
- (v) Mahazedi Pagoda, a large ancient stupa, which looks quite new due to recent restorations. Men only can climb up to the top, from where there is an awesome view of the city. Overall, this stupa is more impressive than the Shwemawdaw Pagoda, which looks quite average and is like the Shwedagon Pagoda in Yangon.
- (vi) Snake Pagoda & Shwetaungyoe Pagoda just north on a small hilltop, which provides great sights over the city. Overall, the hillside pagoda is more impressive than the Snake Pagoda itself.
- (vii) Kyaik Pun Pagoda in Mon, Kyaik & Pon, is a pagoda in the Bago Division of Myanmar, in the city of Bago. Most notably, Kyaik Pun Pagoda is the home to the Four Seated Buddha shrine, a 90 ft statue depicting the four Buddhas namely Kakusandha, Kongammana, Kassapa, and Gautama seated in four positions, sitting back to back to four directions. The Four Seated Buddha was built by King Migadippa of Bago in the 7th Century AD and renovated by King Dhammazedi in the 15th century AD.
- (viii) Maha Kalyani Simais a Buddhist ordination hall located in Bago, Myanmar. The ordination hall is a major pilgrimage site, and houses the Kalyani Inscriptions, a set of 10 sandstone pillars inscribed in Pali and Mon in 1480. The inscriptions are important records of Theravada Buddhist history and of that era.

- (ix) Kan Baw Za Tha Di / Golden Palace & National Museum, the original place, built for King Bayinnaung in 1556, consisted of 76 apartments and halls. It was reconstructed in 1990 and finished in 1992. The very ornate golden palace gives a good impression of the splendor and wealth of second Burmese empire. It was rebuilt following the original design, based on knowledge gained from excavations and the original drawings of the building. The reconstructed palace does not contain much of the original furniture and personal items used by the Royals, as most of it was lost when the palace was looted and destroyed in 1599. There are several reproductions on display, like a replica of the King's golden coach, decorated with two peacocks and Pyatthat style roof.
- (x) Moeyingyi Wetland state-owned area comprising floodplain and a storage reservoir that is important for flood control. Originally constructed as a reservoir to provide water to the Bago-Sittaung canal (linking the Bago and Sittaung rivers) for transport of timber by boat, the site now functions as a source of fresh water for downstream areas where rice cultivation takes place. It floods in the wet season (May-October), and from October to March hosts over 20,000 migratory water birds. These include the globally threatened Baer's Pochard *Aythya baeri*, Sarus Crane *Grus antigone* and Greater Spotted Eagle *Aquila clanga*, as well as 1% of the regional population of the Northern Pintail *Anas acuta*. The site is also important for supporting the vulnerable Burmese Eyed Turtle *Morenia cellata*. The site is also important for supporting the vulnerable Burmese Eyed Turtle *Morenia cellata*. The local communities use the site for fishing, grazing, duck-rearing and some rice-growing; and there is a small tourist facility to accommodate birdwatchers.
- (xi) Kya Kyat Wain monastery is one of the three largest Monasteries in the country. The long line of monks and novices taking their day's meal in silence is a pious vision for the lay people.

4.3 Population and number of conventional households of Bago Township

Population is an important factor which should be considered when studying the development of either region or a country because all the development planning and data collection are based on population. Estimated population of Bago by wards and villages are shown table (4.1)

Table 4.1 Population and number of conventional households of Bago Township

No	Ward/Village	No of House	Total Household	Population
1	Ward	38565	43679	220487
2	Village	66715	71761	219135

Sources: Township administer office

According to the township administer office, Bago Township is organized with 66715 villages, 38565 wards, 115440 households. The population is 44022 can be seen in table (4.1).

4.4 Numbers of Licensed Hotels and Motels in Bago Township

Bago region is one of popular tourism industry in Myanmar. Foreigners want to visit Bago to explore the historical heritages of Second Myanmar Emperor like King Banayin Naung Palace. So, the number of hotels has gradually increased in Bago Township.

Table 4.2 Numbers of Licensed Hotels and Motels in Bago Township (2016-2019)

No	Hotel / Motel	Room
1	Shwe War Tun Hotel	132
2	Ganamar Hotel	42
3	Tun Hotel	24
4	Jade Garden Hotel	29
5	Bago Star Hotel	32
6	Palace Hotel	14
7	Hotel Mariner	29
8	Ama Gold Hotel	20
9	Hotel Aroma	37
10	Okkthar Kyaw Hotel	29
11	Kabawza Hintha Hotel	27
12	Famous Hotel	47
13	Superme Hotel	30
14	Hotel Bago	20
15	Royal Land Hotel	32
16	Myanmar Migalar Hotel	40

17	Shwe Pyi Resort	21
18	Moe Yon Gyi (reosort)	20
19	Emperor Motel	31
20	Shwe Si Sane Motel	20
21	Han Thar Garden (Resort)	15
22	Hanthawaddy (Resort)	48
23	Pwint Khayae Motel	15
24	Hinthar Palace Motel	18
25	Sunn Htay Motel	17
26	Hein Motel	20
27	Lansan Motel	24
28	Comet Motel	25
29	Mya Nandar Hotel	22
30	Sanfransico Hotel	10
31	Bulaeinn Villas	14
32	Silver Snow Hotel	17

Sources: Ministry of Hotel and Tourism (MoTH)

In table (4.2), especially for Bago Township, this shows the total numbers of rooms and hotels. Shwe War Tun Hotel is the largest hotel and located near the Shwemawdaw Pagoda. Foreigner especially Thai tourists want to visit Bago as the ancient Capital of Second Myanmar Emperor, King Banayan Naung Palance. The promotion of Visit Myanmar Year 1996 affected the increase of tourist arrivals to Myanmar. Bago is the one of the eleven hotel zones in Myanmar. Hotel rooms were also increased as like as hotel in growth. These hotels have increased during 2016 - 2019.

4.5 Improvement of Hotel Rooms in Bago Township

Accommodations for visitors are very essential in tourism sector development. High standard hotel rooms must have high quality hospitality services. Following to the table (4.3), in Bago total numbers of hotels and room have increased all the times because of the boom of tourism sector since 2016-2019.

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Table 4.3 Improvement of Hotel rooms in Bago Township (2016-2019)

No.	Year	Hotels	Hotel Room Capacity
1	2016	24	702
2	2017	30	864
3	2018	31	904
4	2019	31	904

Sources: Ministry of Hotel and Tourism (MoTH)

Increasing the tourist arrival causes accommodation needs to be more and more, the number of licensed hotels and the rooms are continuously increasing. Bago currently has 31 hotels, motels, and guesthouses with 904 rooms. Based on the lodging classification in Myanmar, the industry falls into four categories: international tourist hotels, standard tourist hotels, standard hotels and home stays. International tourist hotels and standard tourist hotels are regulated by the Myanmar Tourism Board (MTB), in the Ministry of Hotel and Tourism (MoHT). Standard hotels and home stays are regulated by Regional Government. Bago has Standard hotels and home stays. According to the table (4.3), from 2016-17, the number of hotels has increased to 6 hotels and 162 rooms capacity. From 2016-19, the number of hotels has increased to 7 hotels and 204 rooms capacity.

4.6 Tourist Arrival in Bago Township

Strong demand to visit Bago has proved by increasing total visitors. Foreign tourist arrivals increased sharply in 2018 compared to recent years. The growth rate of total international tourist arrivals nearly triple than that of 2017. (2019, January to August). The following table shows the numbers of visitors entered from the year 2016 to 2019.

Table 4.4 Tourist Arrival in Bago Township

No.	Year	Local		Foreign		Total	
1	2016	261726	76%	81659	24%	343385	100%
2	2017	765211	91%	76930	9%	842141	100%
3	2018	280263	76%	87788	24%	368051	100%
4	2019	89309	60%	60316	40%	149625	100%

Sources: Ministry of Hotel and Tourism (MoTH)

Table (4.4), total visitors reached 368051 persons in 2018 that was more than 25000 persons in 2016. In 2019, total visitors reached 149625 persons arrived. According to the figure, local visitors were 76% of total in 2016, foreign visitors were 24%. In this fact, it needs to consider the marketing strategies or advertising method to persuade the foreign people of potential visitors.

4.7 Revenue from tourism in Bago Township

In table (4.5), total revenue from the spending of all visitors in Bago Township from each year 2016 to 2019 are described.

Table 4.5 Tourism Revenue in Bago Township

No.	Year	Number of travelers		Revenue	
		Local	Foreign	Local (Kyats)	Foreign (US (\$))
1	2016	59330	5981	7430.80	80773.00
2	2017	49717	10128	7101.67	85011.00
3	2018	54216	10208	8108.75	76537.00
4	2019	45163	9096	7062.50	-

Sources: Ministry of Hotel and Tourism (MoHT)

According to the table (4.5), total revenue in USD has substantially increased from 80773 in 2016 to 85011 US\$ million in 2017. Total revenue from tourism sector in Bago region reached high in 2016 and 2017 but slightly low in 2018. However, the visitor reached to Bago was still high in 2018. 2019 data was not received so far.

4.8 Survey Design

The survey aims to study the perception of local people on tourism development in Bago township in the views of economic, cultural and environment aspects. Descriptive method was used to analyze. In order to achieve the objective of the study, both primary and secondary data were used in analyzing. Secondary data were collected from relevant books, journals, newspaper statements, previous research papers, government authorities and internet website. Primary data was collected by making survey with the use of structured questionnaires. The structured questionnaire has three parts. The first part is the perception of economic lifestyle condition, second part is perception of the culture status, the last part is perception of environment status

of the tourism development. The responses were analyzed by a five-point Likert scales with presents 1= strongly disagree to 5= strongly agree.

The survey was conducted in five wards of Bago township, namely Lake Pyar Kan ward, Zay Paing ward, Hin Thar Kone ward, Bon Kone ward and Mazin ward. These wards are within 5 to 20 minute-drive from Bago downtown. The total respondents were 150 and who are working in hotels/motels, government offices, transportations, restaurants and market/shops in these wards. The survey period took place in July, August, September and October 2019.

4.9 Characteristics of the Respondents

Characteristics of the respondents are described in terms of genders, age, education level, income level, resident in native and non-native, years of service etc. There are 150 respondents in total.

Table 4.6 Characteristics of the Respondents

Variables	Items	Frequency	Percentage%
Gender of Respondents	Male	69	46
	Female	81	54
	Total	150	100
Age of Respondents	Under 30	52	34.7
	31 to 40	47	31.3
	41 to 50	15	10
	51 to 60	15	10
	Over 61	21	14
	Total	150	100

Source: Survey data, 2019

In this study, (54%) of respondents are female and (46%) are male. 65% of respondents are between 30 to 40 years old. 14% of respondents are over 60 years old and the rest age groups are at 10% each.

4.9.1 Housing Condition of the Respondents

The survey was to analyze the perception of local people on tourism development in the view of economic lifestyle condition, therefore the types and the ownerships of housing by respondents in Bago township is important to include in the survey. Table (4.7) described accordingly.

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Table 4.7 Housing Condition of the Respondents

Sr. No.	Description	Frequency	Percentage%
1	Ownership		
	Own	117	78
	Rent	27	18
	Family Heritage	6	4
	Total	150	100
2	Types of Houses		
	Brick Building	89	59.3
	Wooden House	40	26.7
	Bamboo House (Iron Roofing)	18	12
	Bamboo House (That Roofing)	3	2
	Total	150	100

Source: Survey Data, 2019

According to above the table (4.7), 78% of respondents are staying in their own houses, 18% are in rental houses and 4% are still staying in their inherited houses. Most types of houses are in brick building (59.3%) and (26.7%) are wooden houses, only less than 14% are bamboo houses.

4.9.2 The Education Level of the Respondents

The education level of respondents indicates to access the economic lifestyle of them. Table (4.8) shows the classification of educational qualification in five levels.

Table 4.8 Education Level of the Respondents

No.	Education level	Respondents	Percentage
1	Primary	6	4
2	Middle Education	41	27.3
3	High School	50	33.3
4	Pre graduate	15	10
5	Graduate	38	23.3
	Total	150	100

Source: Survey Data, 2019

According to the survey result, 33.3 % of respondents reached high school education level, 27.3% in the middle education level, 25.3 % obtained academic graduate level (it means they are attending the colleges and university). 10% of respondents are finishing the pre graduate level and only 4% are found on primary education level.

4.9.3 Accessibility of Health

Health Sector development is a basic for production sector. Educated person and healthy labor can increase the skill and production of labor. The sample respondents' health care access is presented in below table (4.9).

Table 4.9 Condition of Health Access of the Respondents

Sr. No.	Health Center	Frequency	Percentage
1	Public Hospital	13	8.7
2	Private Hospital	53	35.3
3	Traditional Medicinal Hospital	16	10.7
4	Private Clinic	65	43.3
5	Other	3	2
	Total	150	100

Source: Survey Data, 2019

According to the table 4.9, over 78% of respondents are using private clinics or hospitals. Only 8.7% uses public hospital health service. The last 10% is going to traditional medicinal hospitals instead.

4.9.4 Employment and Income Condition of Respondents

Employment condition and income condition of respondent are few of the keys to support economic development of a region or a nation. Table 4.10 described the employment condition of respondents who own or work in government offices, hotels / motels, restaurants, shops and transportation services. Table 4.11 described the income status of those respondents.

Table 4.10 Employment Condition of Respondents

Year of Service	Gov Staff	Owner/ Staff at Hotel/Motels	Owner/ Staff at Restaurants/ Shops	Owner/ Staff at Transport Service	Total
Less than 5 years	3	10	20	25	58
6-10 years	12	15	20	10	57
11-15 years	6	7	5	-	18
over 15years	7	10	-	-	17
Total	28	42	45	35	150

Source: Survey Data, 2019

According to the table (4.10), the economic condition of respondents can be analyzed as (28%) are working in government offices, (42%) are the owner/staff at hotel/motels, (45%) are the owner/ staff at restaurants/shops and (35%) are working in transport service.

Table 4.11 Monthly Income Condition of Respondents

Factor	Item	Frequency	Percentage%
Income	200000 MMK	70	46.7
	200000-300000MMK	54	36
	500000-1000000MMK	14	9.3
	Upper 1000000MMK	12	8
	Total	150	100

Source: Survey Data, 2019

As per the table (4.11), 46% of respondents' household income are maximum at MMK 200000 per month. 36% of respondents' income are ranged between MMK 200000 to 300000 per month. Not more than 10% receive not more than MMK 500000 per month.

Table 4.12 shows that the means for the items related to the economic impacts were between (2.01– 4.31). The results show that most respondents perceived positive economic impacts and agreed that "tourism increases opportunities for local small business" (mean= 4.15), then (4.11) for the item "Tourism improves the local economy" and the lowest mean for the items tourism does not increase the price of land and housing"(mean=2.01), "tourism does not increase cost of living/ property taxes" (mean = 2.48) and "Tourism does not increase price and shortages of goods and services" (mean =2.92).This is due to that the respondents may all work in business and they are satisfied with these items. Also, respondents strongly agree that "Tourism increases tax revenues" (mean= 4.03) and "Tourism increases employment opportunities" (mean= 3.94). These results reveal that residents have strong positive perceptions towards economic impacts of tourism. They also perceived a somewhat rapid growth in investment, increase in local employment and high level of tourism infrastructure development.

4.10.2 Perception on Cultural Impact of Tourism Development

Culture refers to characteristic patterns of attitudes, values, beliefs, and behaviors shared by members of a society or population. Members of a cultural group share characteristics that distinguish them from other groups. Cultural differences will affect the receptivity of individual to individual education and willingness to accept information and incorporate it into his or her lifestyles. It is important to remember that even individual education interaction has a cultural dimension.

Concerning the socio-cultural impacts of tourism, the analysis showed that most respondents agreed that "Tourism preserves historic buildings and monuments" (mean= 4.96) (Table 12). This is due to that Bago is one of the richest archaeological sites in Myanmar and it has many tourism attractions places.

Table 4.13 Perception of Local People’s Cultural Impact

Sr. No.	Cultural Impact	N	Mean	Std
1	Tourism preserves historic buildings and monuments	150	4.96	.197
2	Tourism increases demand for historical and cultural exhibits	150	4.03	1.08
3	Tourism promotes cultural exchange	150	3.97	.23
4	Tourism improves understanding the image of different communities	150	3.98	1.40
	Total		4.235	

Source: Survey Data, 2019

The results also show that there is a strong and positive perception that tourism plays "tourism improves quality of life" (mean= 4.08). This shows that the bulk of residents works in the tourism sector and they bring a great deal of benefits from tourism, like tourism entrepreneurs and local tradesmen. Fostering touristic awareness among residents to learn and respect other people from different religions and cultures "tourism improves understanding the image of different communities" (mean= 3.98). On the other hand, interaction with tourists makes them understand and deliver a clear image about the acculturation of the local community. Respondents strongly agree that "tourism increases demand for historical and cultural exhibits" (mean= 4.03). In fact, this is ascribable to their notice, that most tourists visit historical places when they come to Bago like Bago Palace, and wetland and pagoda. These results reveal that they have fairly strong positive perceptions towards socio- cultural impacts of tourism and believe that the interaction with the tourists enable them to enrich their cultural knowledge and exchange their local traditions and customs with people from different cultures.

4.10.3 Perception on Environmental impact of tourism development

In terms of environmental impacts of tourism, the results show that tourism plays a role in protecting the natural and cultural heritage resources in Bago Township and the more tourism development is in tune with the environment, the

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more residents will be satisfied with tourism management. This survey results that the residents are satisfied with the tourism management of the cultural and natural heritage resources in Bago Township.

Table 4.14 Perception of Local People’s Environment Impact

Sr. No.	Environment impact	N	Mean	Std
1	Natural environment is enhanced by tourism	150	4.31	.81
2	Improvement of roads and other public services.	150	3.83	.92
3	Better quality of buildings and city planning.	150	3.94	.81
4	Strengthen efforts for environmental conservation.	150	3.99	.82
5	City crowing	150	3.94	.42
6	Destroys the natural environment.	150	1.89	1.57
7	Litter on the street	150	2.32	1.85
8	Traffic congestion	150	2.92	1.78
9	Noise pollution	150	2.01	1.51
10	Increased awareness at rubbish	150	2.48	1.64
11	Tourism has no heightened tension between residents and tourists	150	3.92	.86
	Total		3.23	

Source: Survey Data, 2019

Residents agreed that tourism has resulted in congestion (M = 2.92), noise (M = 2.01), and litter (Mean= 2.32) causing inconveniences to residents. In addition, tourism also has brought crowding at the township, pagoda and Palace (M=3.94) which noticeably hinder the use of public transport and public spaces and may cause tension between residents and tourists. The results of this study reveal that the impacts of tourism change slightly the residents' daily life. The residents indicated a minor increase in destroys the natural environment (1.89). Furthermore, respondents argued that tourism has no heightened tension between tourists and residents (Mean= 3.92). Generally, the quality of life of residents was not decreased.

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CHAPTER (5)

CONCLUSION

5.1 Finding

Myanmar tourism generates not only foreign earnings but also increases the employment opportunities of local people and improves socio-economic condition. Bago Region is an economically strategic region with a network of motor roads and railway. Bago Shwemawdaw Pagoda is one of the most famous reclining Buddha images in Myanmar. The Kanbawza Thardi Royal Palace of Bago Dynasty is not far from Yangon to visit. It was built as the old royal palace of the ancient times. Famous some tourism attracting palaces in Bago township are Shwe Mawdaw Pagoda, Shwethar Lyaung Pagoda, Myatha LyaungBuddha, Laymyatnar Buddha, Mahazedi Pagoda, Snake Pagoda and Shwetaungyoe Pagoda, Kyaik Pun Pagoda, Maha Kalyani Sima, KanbawzaThadi, Golden Palace and National Museum, Moeyingyi Wetland, Kya Khat Wain Monastery.

According to the survey result, most of respondents are female from age under 30 years old group. Respondents are natives of Bago region and most of them are earning income from tourism related business. It shows that the income distribution ratio of households might have the same between women and men. 78% of respondents are working in the tourism related business while most of the portion is engaged in transportation sector. However, these respondent's income is still low to compare with other sector and, respondents are depending the peak season to get more income. The 78 respondents are living in their own houses regardless of housing quality like brick or iron sheeting or bamboo or wood walls.

According to the survey data and analysis, 33.3 respondents possess for high school education level, 27.3% possess for middle education level, 23.3 % reached the graduate (it means they are attending the colleges and university) while 10% of those are finishing the pre graduate level. Only 4% of respondents are found as primary education level. Concerning with health 8.7% receive health services from

public hospital and 35.3% of people depend on private hospital, 10.7% of people rely on traditional medicinal hospital and 43.3% of household go to private clinic. Household income of most respondents, 46.7% is 200000 MMK. The business of 78 persons of the respondents are relating to Tourism. Among the business, 23.3% are transportation.

This study aimed to measure the residents' perceptions towards tourism impacts on their quality of life, and tourism support for tourism development in Bago Township. In order to do that, a 25-item tourism impact scale was subjected to factor analysis. The results show that the residents perceived economic aspects of tourism impact more favorably and agreed that "tourism increases employment opportunities". This may be because residents have more income from selling their products to tourists and most of them work in hotels, as taxi drivers, and in restaurants. Residents also evaluated socio-cultural impacts of tourism positively. In general, findings from this study suggest that residents have higher perceptions about the positive impacts than the negative ones due to the benefits received from the growth of the tourism in Bago Township. Residents positive perceptions were mostly influenced by an opportunity to earn greater income from tourism.

Although tourism has brought huge benefits, it also generates negative impacts to host communities as tourism increases prices of land and housing and increases residents' cost of living such as food, water, and electricity bills. These are the negative impacts of tourism that have affected residents' quality of life directly. The study also identified whether there are any significant differences between demographic variables and residents' perceptions towards tourism impacts. The results of this study indicate that some demographic variables like residents' gender and age were not related to the perceived socio-cultural impacts of tourism on the residents of Bago Township.

On the other hand, resident marital status, educational level, and employment status have been shown to influence their perceptions towards socio-cultural impacts. Residents who were single, highly educated and unemployed perceived more positive socio-cultural impacts of tourism than others and better informed about tourist tendencies, as well as residents working in the tourism and hospitality sectors. In addition, residents' educational level, and employment status influence residents' perceptions towards negative impacts of tourism on their quality of life. The results

show that there are significant differences between every educational level and employment status on one hand and residents' perceptions towards negative impacts of tourism on the other. Highly educated and employed residents perceive more negative impacts of tourism upon their quality of life than others. Thus, the results suggest that the local tourism authorities should consider the perceptions of highly educated and employed residents to obtain their support for tourism development.

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5.2 Suggestions

The first suggestion regarding the finding upon this survey is to promote the local peoples' business by providing the exhibition, expo event, culture shows and support hand-made and crafts modified Myanmar's culture and tradition to penetrate national market as well as the international market. Local Government should design and implement innovative, integrated, and participatory approaches to destination planning, strengthen tourism-related social and environmental safeguards, improve zoning practices and controls in tourism destinations. Tourism-related Infrastructure should be promoted, as in the integration of tourism considerations into national and local transportation planning and investing in tourism-related infrastructure and environmental services to promote balanced and inclusive growth and progressively ease barriers to visitor entry and movement around the region.

On the other hand, there is a need for social media campaigns about the cultural and natural heritage sites in Bago Township, to encourage internal demand for tourism and promote pride and ownership of their legacy.

Finally, Policy makers must disseminate information about the economic and socio-cultural benefits of tourism, as well as the best environmental practices, directly to local communities, shopkeepers, and tourism entrepreneurs.

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APPENDIX (2)
I BASIC INFORMATION

Household

Quarter/ Road

1. Gender

(a) Male (b) Female

2. Age Group

(a) Below 30 year (b) Between 30 to 40 years (c) between 40 to 50 years
(d) between 50 to 60 years (e) above 60 years

3. Education

(a) Primary (b) Middle School (c) High School
(d) Pre-Graduates (e) Graduates

4. Health

If you are sick, you go to: (please choose)

(a) Public Hospital
(b) Private Hospital
(c) Traditional Medicinal Hospital
(d) Private Clinic
(e) Other

5. Family members

6. Marital Status.....

(a) Married (b) Single

7. Are You(a) Native (b) Other

II Livelihood condition

1.(a) Staff (b) Own business (c) Service (d) Transportation
(e) Other

2. The house you are living is own by:

- (a) Self-owner (b) Rent (c) Government housing
 (d) Family Heritage

3 Type of house

- (a) Brick (b) Wooden house
 (c) Bamboo house with iron sheet roof
 (d) Bamboo house with that roof

4. Monthly income (MMK)

- (a) 200000 (b) Between 200000 to 500000
 (c) Between 500000 to 1000000
 (d) Above 1000000

III Perception of local people on Economic Impact

Sr.No	Economic Impact	1	2	3	4	5
1	Tourism contributes to income and standard of living					
2	Tourism improves investment, development and infrastructure spending in the economy					
3	Tourism increases employment opportunities					
4	Tourism improves public utilities infrastructure					
5	Tourism improves transport infrastructure					
6	Tourism improves the local economy					
7	Tourism increases tax revenues					
8	Tourism increases opportunities for local small business					
9	Tourism does not increase the price of land and housing					
10	Tourism does not increase cost of living/ property taxes					
11	Tourism does not increase price and shortages of goods and services					
12	Tourism improves quality of life					
13	Tourism has increased availability of recreation facilities/ opportunities					

(b) Perception of local people on Cultural Impact

Sr. No.	Cultural Impact	1	2	3	4	5
1	Tourism preserves historic buildings and monuments					
2	Tourism increases demand for historical and cultural exhibits					
3	Tourism promotes cultural exchange					
4	Tourism improves understanding the image of different communities					

(c) Perception of local people on Environment Impact

Sr.No	Environmental impact	1	2	3	4	5
1	The quality of natural environment is enhanced due to tourism development.					
2	Tourism development is improvement of roads and other public services.					
3	Tourism development is better quality of buildings and city planning.					
4	Tourism development should strengthen efforts for environmental conservation.					
5	Tourism does not cause crowded public places.					
6	Tourism does not destroy the natural environment.					
7	Tourism does not litter on the street.					
8	Tourism does not create traffic congestion.					
9	Tourism does not create noise pollution.					
10	Tourism has increased awareness at rubbish.					
11	Tourism does not disturb the freedoms on the local people.					