

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF HOSPITALITY AND TOURISM
MANAGEMENT PROGRAMME**

**FACTORS AFFECTING FESTIVAL TOURISM
DEVELOPMENT IN MYANMAR
(CASE OF ATÃ THINGYAN FESTIVAL)**

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ROLL NO. 13
MHTM (3rd BATCH)**

JUNE, 2025

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A thesis submitted as a partial fulfillment of the requirements for the degree
of Master of Hospitality and Tourism Management (MHTM)

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ABSTRACT

This study aims to analyze the factors affecting festival tourism development in Myanmar with a focus on the Ata Thingyan Festival as a case study. It examines responses from 385 individuals from Generation Z, who are a key demographic responsible for the future development of tourism in Myanmar. The simple random sampling method was applied, and the data were analyzed using a quantitative research method. The regression analysis indicates that all five variables economic benefits, social benefits, cultural benefits, environmental concern, and community engagement have a significant effect on festival tourism development in Myanmar. The regression analyze shows that community engagement and economic benefits are the strongest factors affecting the involvement of local communities in successful festival tourism. Environmental concern also contributes meaningfully and shows that Generation Z is aware of environmental issues. Interestingly, the analysis shows that while social benefits and cultural benefits the less significant still have positive effects on the development of festival tourism. This study highlights that festival tourism, like Atā Thingyan has the potential to contribute to the development of Myanmar's tourism sector by integrating economic, social, and cultural dimensions with environmental sustainability and community engagement through festivals as a significant driving force for national tourism development.

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CHAPTER I

INTRODUCTION

The term "festival" originates from the Latin word “festivus,” derived from Anglo-Norman French (Srikanth & Ram, 2013). Over the centuries, various events such as festivals, fairs, exhibitions, and sporting and cultural events have evolved. Local cultural festivals attract both international and national attention. They benefit communities by sharing social, cultural, environmental, and economic opportunities and by engaging the community in enjoyment. Local cultural festivals contribute significantly to the public, not only economically but also socially and psychologically (Gözgeç et al., 2020). Festivals create opportunities for individuals to explore new environments and cultures through colorful experiences and activities. Furthermore, they serve as reflections of cultural identity and unique customs, inviting participants to immerse themselves in a world of celebration and happiness (Ma & Lew, 2012), and offering a delightful escape from the monotony of everyday life.

Festivals have become significant tools for tourism development, contributing to a country's economy and income circulation among various economic stakeholders (Del Barrio, Devesa, & Herrero, 2012). Due to its long history and remarkable beauty since the Bagan Era, the Thingyan Festival can generate positive returns within the community. According to Buultjens and Cairncross (2015), regardless of its size, staging a festival can deliver economic and social benefits to communities. Festivals play a significant role in stimulating economic benefits by generating additional income for host communities, enhancing local business opportunities, and circulating revenue across tourism stakeholders (Del Barrio, Devesa, & Herrero, 2012). Events like Myanmar's Atā Thingyan Festival are valuable economic assets due to their historical significance and large-scale participation.

The international recognition of UNESCO’s endorsement in 2024, festivals gain greater visibility among cultural tourists, which in turn supports the safeguarding of intangible cultural heritage. Modern festivals increasingly highlight environmental concerns. Events that incorporate sustainable practices such as eco-friendly infrastructure, waste reduction, and awareness campaigns help position destinations as responsible and attractive for green tourism. Atā Thingyan Festival encourages participants to consider their environmental activities, thus shaping a more sustainable

future for tourism. Central to all these aspects is community engagement, which ensures the success and sustainability of festival tourism. When local residents actively participate in planning and celebrating festivals, the sense of ownership and pride is reinforced. Community involvement also enables festivals to align more closely with local needs, values, and aspirations.

The Atā Thingyan Festival, as one of Myanmar's most prominent and culturally rich celebrations, embodies these five factors: economic benefits, social benefits, cultural benefits, environmental concerns, and community engagement influence the development of festival tourism.

This study emphasizes the expansion of the tourism sector through cultural festivals to ensure positive benefits of economic, social, cultural, and environmental outcomes, while promoting local community involvement. By emphasizing youth participation, especially from Generation Z, this study also underlines the future potential of festival tourism in Myanmar. Data collection was focused on young individuals, promoting awareness of environmental, cultural, and social values. Through this study, cultivate a stronger sense of responsibility in the next generation to preserve Myanmar's unique cultural assets and ensure the development of festival tourism.

1.1 Rationale of the Study

In 2024, the Atā Thingyan Festival was officially inscribed as a UNESCO Intangible Cultural Heritage, recognizing its value in preserving Myanmar's cultural identity and promoting community cohesion to understand the factors that contribute to festival tourism development, particularly through the consideration of economic benefits, social benefits, cultural benefits, environmental concerns, and community engagement.

Each of these five variables shapes the of festival tourism development. Economic benefits relate to the festival stimulates local economies, generates income, and supports businesses and employment. Social benefits refer to enhanced community pride, inter-generational participation, and strengthened social ties that arise from shared celebration (Smith, J, 2018). Cultural benefits focus on preserving traditional practices, enhancing national identity, and promoting cross-cultural understanding. Environmental concern has become increasingly relevant in festival management, encouraging practices that reduce waste, promote water reduction, promote eco-conscious behaviors, and protect natural resources. Community

engagement is the foundation of any successful festival, involving residents' celebration through ownership, inclusion, and continuity.

The Atā Thingyan Festival, celebrated annually in mid-April across Myanmar, marks the country's traditional New Year widely celebrated as the most significant cultural event in the nation. The symbolic act of water-throwing reflects the themes of cleansing, renewal, and good fortune. During this period, people return to their hometowns to pay respect to their parents and elders, engage in communal celebrations that transcend age, gender, race, and religion. More than just a festive occasion, Atā Thingyan unites people through shared cultural and religious practices, including traditional music, group dances, films, the blooming Padauk flower, festive foods, donations, and spiritual rituals.

According to Bagiran and Kurgun (2016), sustainable festival development requires balancing these interconnected outcomes. Similarly, O'Sullivan and Jackson (2002) emphasize that festivals offer opportunities for social connection and cultural exchange, contributing to a destination's long-term appeal. In line with the Sustainable Event Tourism Framework (Getz, 2010), this study views festivals as essential tools for tourism development and environmental responsibility. Assessing local perceptions of the economic, social, cultural, and environmental awareness of festivals, particularly through community participation provides essential insights into the festival tourism development.

Cultural festivals like Atā Thingyan rely heavily on the involvement of the local youth people, Generation Z who represent the future agents of Myanmar's cultural and environmental heritage. Their perspectives on economic development, social inclusion, environmental responsibility, and cultural preservation are essential for the long-term growth of festival tourism. Schenarts (2019) pointed that empowering Generation Z with 21st-century skills and cultural knowledge can lead to greater engagement in social events and more conscious tourism behavior.

This study seeks to analyze the significance and interplay of these five variables in the context of Atā Thingyan Festival. It aims to offer practical recommendations for improving festival tourism development in Myanmar in a way that is economically, socially inclusive, culturally respectful, environmentally responsibility, and community-driven. The ultimate goal is to promote a tourism model that not only supports the country's economic and cultural future but also the values and responsibilities of future generations.

1.2 Objectives of the Study

The main objectives of this study are as follows:

1. To identify the factors affecting festival tourism development in Myanmar.
2. To analyze the factors affecting festival tourism development in Myanmar.

1.3 Scope and Method of the Study

This study focuses on the factors affecting Festival Tourism Development in Myanmar, with a particular focus on the Atā Thingyan Festival in Yangon, which serves as the central hub of the celebrations and attracts the highest number of participants.

This study applies descriptive and quantitative research methods, specifically targeting Generation Z who attend the Yangon University to understand the unique perspective of young people, who are active participants in festivals, providing insights into future trends for the tourism sector. Data collection was conducted a structured questionnaire with a 5-point Likert scale. By applying the Cochran (1977) sampling formula, 385 students are selected by using simple random sampling method. Secondary data from tourism books and reports, government publications, previous research studies, and websites were analyzed. Descriptive statistics and regression analysis were used to evaluate the relationship between independent variables (benefits of economic, social, cultural, and environmental concerns and community engagement) and the dependent variable (Festival Tourism Development).

1.4 Organization of the Study

This study is organized into five chapters. Chapter one presents the introduction, rationale for the study, objectives, scope and method, and the organization of the thesis. chapter two explains the theoretical background on the concept of the triple bottom line in sustainable festival tourism development. In chapter three, the background of festivals in Myanmar, with particular emphasis on Atā Thingyan, the traditional Myanmar New Year Festival. chapter four analyzes the cultural, social, economic, environmental, and community engagement associated with festival tourism development through the Thingyan Festival. Finally, chapter five includes the findings and discussion, as well as suggestions, recommendations, and identification of areas for further research.

CHAPTER II

THEORETICAL BACKGROUND

This section examines the theoretical foundations of festival tourism development through cultural festivals. It offers valuable insights into the factors influencing the benefits of economic, social, cultural, environmental concerns, and community engagement. This includes a review of relevant literature and theories, as well as an overview of the conceptual framework.

2.1 Concept of Festival Tourism Development

The importance of the concept of festival has revealed a tourism type called 'Festival Tourism' (Quinn, 2006). The concept of festival tourism as a type of cultural tourism in which tourists travel to experience and participate in scheduled events or festivals that reflect the tourist experience, promote cultural exchange, and contribute to local economic and community development.

The objective of festival tourism development in a sustainable way to incorporate eco-friendly practices into the tourism sector while balancing the benefits of economic, social, cultural and environmental aspects. The concept prioritizes the long-term welfare of destination areas and includes economic, social, and environmental aspects. Festival tourism will contribute to stabilizing economic life, developing livelihoods, and reducing poverty. Festival to minimize negative impacts on local communities and maximize long-term benefits in a way of sustainability by integrating economic growth, cultural preservation, and environmental protection (Getz, 2009). Recently, festivals have become significant opportunities for boosting tourism, destination branding and economic development.

Festivals serve as powerful tools for tourism development, cultural preservation, and economic growth. O'Sullivan and Jackson (2002) emphasized that festival tourism as an critical driver of local economic development and can contribute to long-term sustainability if managed appropriately. Cultural festivals, like Atā Thingyan Festival recently recognized by UNESCO Intangible Cultural Heritage List 2024, give opportunities for the development of festival tourism and preserving local cultural identity. Ma and Lew (2012) suggested that festivals shape cultural identity, strengthen community bonds, and promote unique heritage. The challenges

such as waste management, over water consumption and commercialization must be addressed to ensure cultural authenticity and environmental sustainability. Previous research identifies economic sustainability, cultural preservation, environmental management, infrastructure, and government policies as key components of sustainable tourism (Nguyen et al., 2024). Festivals' social, cultural, and environmental consequences must also be considered. It is necessary to establish a balance between economic, social, and cultural benefit will encourage a sustainable approach within the community. This study aims to analyze the factors affecting Festival Tourism Development in a way of sustainability that requires balancing economic, social, cultural and environmental benefits through community engagement providing essential for long-term sustainability.

2.2 Factors Affecting Festival Tourism Development

Festival tourism development influenced by multiple factors in supporting sustainability and long terms. These factors include economic benefits, social benefits, cultural benefits, environmental concern, and community engagement. Each of these variables contributes to the festival success and development of festival tourism.

Festival significantly contributes to the local economy by attracting both domestic and international tourists. The festival creates temporary employment opportunities through small businesses, street vendors, hotels, and restaurants. A well-organized festival attracts domestic and international tourists, boosting local economies through spending on accommodation, food, transportation, and souvenirs (Getz, 2008). Additionally, government and private sector investments in festivals contribute to tourism development and regional economic growth.

Festivals serve as social platforms that bring together people from different backgrounds, promoting social cohesion and community well-being. They provide opportunities for cultural exchange, social networking, and intergenerational learning. Social benefits include improved quality of life, increased community participation, and stronger social bonds among residents and visitors (Arcodia & Whitford, 2006). Furthermore, festivals create a sense of pride and identity within local communities, reinforcing shared traditions and values. Cultural benefits are integral to festival tourism as they preserve and promote heritage and traditions. Festivals showcase traditional music, dance, rituals, and crafts, ensuring the transmission of cultural

knowledge to future generations. By highlighting local customs that the festivals contribute to cultural tourism and reinforce national identity. Furthermore, cultural festivals enhance destination attractiveness, making them an essential part of heritage tourism.

Environmental sustainability as an key consideration in festival tourism development. Large-scale festivals can lead to environmental degradation through waste generation, excessive water consumption, and increased carbon pollution from travel and energy use. Implementing sustainable practices such as waste management, eco-friendly planning, and responsible resource consumption can mitigate environmental impacts (Gibson & Wong, 2011). Raising awareness about environmental responsibility among festival attendees is essential for long-term sustainability. Community engagement is essential in ensuring the success and sustainability of festival tourism. Active participation from local communities in the festival creates a sense of ownership and empowerment. Community involvement also enhances visitor experiences, as local traditions and hospitality create an authentic and immersive cultural experience (Reid & Arcodia 2002).

The development of festival tourism affected by various interrelated factors, including economic, social, cultural, and environmental aspects, as well as community participation. Understanding these key factors to be a balanced approach to festival tourism development that promotes long-term sustainability for future generations and protects for its cultural heritage.

2.2.1 Economic Benefits

Festivals generate an important economic driver in every country. The festival boosts economic benefits by generating revenue from consumer spending from visitor. It increases economic activity in various industries, including travel agents, hotels, retail, transportation, and restaurants. Additionally, festivals bolstering the informal economy of local employment opportunities for small vendors, temporary workers, and contractors. This circulation of revenue helps to support local development directly.

Retail and street markets experience a rise in consumer spending as people purchase clothing, festival-related goods, snacks, decorations, and water-related items like waterproof bags for phone covers. Informal economies thrive during this time, with many small vendors setting up temporary stalls along roadsides and festival

zones. These micro-enterprises, often run by families or young entrepreneurs, see their highest sales volumes of the year during Thingyan. Temporary job opportunities also emerge, including event staff, decorators, contractors, performers and food vendors, all contributing to short-term employment and income generation. In Yangon and Mandalay, some township-level celebrations are supported by local authorities and sponsored by private companies. These events not only promote brand visibility for businesses but also provide benefits for companies and service industries. As noted by Zifkos (2015), stimulating economic activity during the festival serves as an economic catalysts by providing the financial resources needed for sustainable growth. This exposure is conducive towards boosting sales and bring a long-term business growth through the cultural festival.

2.2.2 Social Benefits

Festivals provide opportunities for social interaction, cultural exchange, and building emotional connection among the community. Research on residents' support for festivals shows that these events strengthen social bonds and contribute to community pride (Li & Wang 2016). Festival not only drives economic activity also strong social bonds among community members. During the festival, people gather in public spaces to engage in lively activities such as group dances and communal singing. For instance, group dance performers move in unison to the beat of traditional music, encouraging active participation from all age groups, especially the youth. Such activities promote a shared sense of joy and emotional solidarity, reinforcing community cohesion. Festivals and events serve multiple purposes and play a significant role in preserving and promoting local culture and history, offering recreation and leisure opportunities for residents, and boosting the local tourism industry (Thomason & Perdue, 1987).

The Festival fosters social cohesion and community spirit by bringing people together to celebrate and participate in various activities. The festival's emphasis on social gatherings strengthens social bonds and promotes a sense of belonging among community members. Moreover, the festival provides a platform for cultural exchange, allowing tourists to experience and appreciate Myanmar's rich cultural heritage.

2.2.3 Cultural Benefits

Cultural benefits are a core aspect of festival tourism. Festivals preserve and celebrate local traditions, reinforcing cultural identity and heritage. As UNESCO recognized of the Myanmar Thingyan Festival, bringing people together and making them proud of their culture. They celebrate what is unique about them, for example, showcase their traditional performances and cultural heritage, allowing communities to pass on traditions to future generations.

According to Durkheim (2001) and Frazer (2009) festivals reveal a hidden connection between people and nature, while also strengthening the bonds within society. That can be described as festivals as public celebrations that are either steeped in tradition and meaning or have a modern flair. The Festivals, are vibrant community celebrations that profoundly honor and appreciate the richness of unique cultures, customs, and local significance. These festivities not only bring joy but also strengthen Myanmar's cultural identity and opportunities for promoting festival tourism development.

2.2.4 Environmental Concern

Environmental concern refers to the communities' attitude and awareness by individuals towards environmental sustainability and conservation. A variety of viewpoints are included in environmental concerns, ranging from individual activities to group initiatives to protect natural resources during the festivals. According to Stern(2000), Personal beliefs, awareness of environmental challenges, and perceived responsibility all have an impact on environmental concerns.

Using eco-friendly materials, conserving water, and reducing trash are all examples of sustainable festival management techniques. Many frameworks stress striking a balance between the effects on the environment, the economy, and society, such as the Triple Bottom Line approach (Elkington, 1997). Negative environmental effects can be lessened by introducing green regulations, such as encouraging the use of biodegradable products and water-saving measures. To align with the Triple Bottom Line Theory, festival organizers build on this tradition by adopting eco-friendly practices such as waste reduction, water consumption and energy efficiency, and sustainable resource management that ensures development does not harm the natural ecosystem. Sustainable initiatives during festivals, encourage responsible behavior among tourists and help maintain the environmental quality and modern

sustainability practices protects the environment and honors Myanmar's long standing cultural heritage.

2.2.5 Community Engagement

Community engagement refers to the active involvement of local stakeholders including residents, businesses, and government authorities, in the planning and execution of cultural festivals. This participation ensures that festivals contribute to long-term social and economic benefits, supporting sustainable for festival tourism development.

Festivals serve as key platforms for social cohesion and cultural preservation. Community involvement encompasses more than just attendance; it involves organizing events, managing logistics, and preserving traditional customs. Local artisans, performers, and businesses play a crucial role in maintaining cultural heritage and promoting economic growth (Getz & Andersson, 2010). Community engagement plays an important role in improving festival experiences in Myanmar. Residents actively participate in various aspects of festival organization, from setting up venues to performing traditional dances, singing, and providing communal meals. This participation creates a deep sense of unity and pride within the community. Many individuals volunteer to coordinate and participate in activities such as group performances, donating traditional food, observing religious customs, honoring elders, and engaging in symbolic acts like releasing animals and water-splashing events. These collective efforts strengthen cultural traditions and create lasting social connections among community members (Li & Wan, 2016). Also the festival is deeply rooted in Buddhist traditions and includes religious ceremonies, merit-making activities, and a lot of social gatherings enhancing Festival's cultural preservation and community development.

2.3 Related Theory

The following related theory serves as a comprehensive framework for understanding of the dynamics shaping the context of festival tourism development.

2.3.1 The Triple Bottom Line (TBL) in Sustainable Tourism

The Triple Bottom Line (TBL) theory, introduced by Elkington (1997) provides sustainability based on three dimensions: economic, environmental, and

social performance. In the context of festival tourism, TBL theory helps to assess and balance the overall Festival effects. From an economic perspective, festivals generate revenue, creating job opportunities, and stimulating local small businesses. These not only strengthen the country's economy but also promote further investment in tourism growth. On the environmental side, the festival could be involved in initiatives such as waste reduction, energy efficiency, and sustainable resource management. Such practices help protect the local ecosystem but also appeal to environmentally conscious visitors. The social dimension of the Triple Bottom Line emphasizes community well-being and cultural preservation, serving as a traditional festival of local cultural identity and fosters community cohesion. TBL theory provides a comprehensive approach to sustainable festival tourism. In the case of the Myanmar Thingyan Festival, applying the TBL framework demonstrates how traditional cultural practices can be preserved and celebrated within the community. This balanced approach not only secures the festival's long-term viability but also contributes positively to the broader sustainability goals of the host community (Laing & Frost, 2010)

2.3.2 Inclusive Development Theory

Inclusive Development Theory (IDT) highlights the significance of integrating social and environmental dimensions into development, ensuring that all segments of society have equitable access to resources and opportunities. The goal is to promote long-term sustainability that supports both present and future generations. IDT is defined as "development that includes marginalized people, sectors, and countries in social, political, and economic processes for increased human well-being, social, and environmental sustainability, and empowerment" (Gupta et al., 2015). Festivals serve as a platform for economic empowerment by generating employment, promoting local businesses, and fostering tourism growth, while also reinforcing cultural heritage and strengthening community ties (Dao et al., 2019). In the context of festival tourism, inclusive development aligns with the benefit of economic, social, cultural, and environmental perspectives through community engagement.

From an economic perspective, festivals generate revenue by attracting tourists, increasing demand for local goods and services, and creating employment opportunities in the tourism and hospitality sectors. Beyond economic gains, festival tourism plays an important role in reducing social disparities and promoting unity

among diverse groups by encouraging collective participation and shared cultural experiences. Cultural festivals promote cultural understanding by providing a platform for individuals to engage with and appreciate diverse traditions, customs, and values (Getz, 2010). These festivals serve as a means of preserving cultural heritage, as they often involve rituals, performances, and traditional forms passed down through generations (Quinn, 2006). Furthermore, cultural festivals such as the Thingyan Festival have a significant role in local communities by promoting social cohesion and reinforcing community identity. Through an inclusive approach, festivals contribute to development by ensuring communities benefit from economic, social, and cultural opportunities while preserving environmental integrity. This approach advocates for transformative changes that prioritize fairness and inclusivity in growth together for the long-term sustainability of the Festival.

2.3.3 Social Exchange Theory

Social Exchange Theory (SET) originates from economic exchange theory and explains social behavior as a reciprocal process where individuals engage in interactions expecting mutual benefits, even if the exact timing of the return is uncertain (Blau, 1964; Gouldner, 1960). In with festival context, SET helps explain how different stakeholders such as local communities, festival organizers, tourists, and government agencies interact and contribute to the success of events based on perceived benefits (Kim & Uysal, 2003).

Moreover, cultural festivals significantly affect on local communities by fostering social cohesion and strengthening community identity (Arcodia & Whitford, 2006). During the Thingyan festival, people from various religious, linguistic, and cultural backgrounds come together to foster a sense of unity and demonstrate national integration. Adongo et al. (2019) explained that social exchange theory is grounded in the idea that interpersonal and social behaviors involve tangible or intangible benefits resulting from interactions. This event creates opportunities for social interaction and shared experiences, enhancing participants' sense of belonging. The application of SET in festival tourism helps in understanding the motivations and expectations of stakeholders, ensuring that festivals remain sustainable and mutually beneficial for all involved parties.

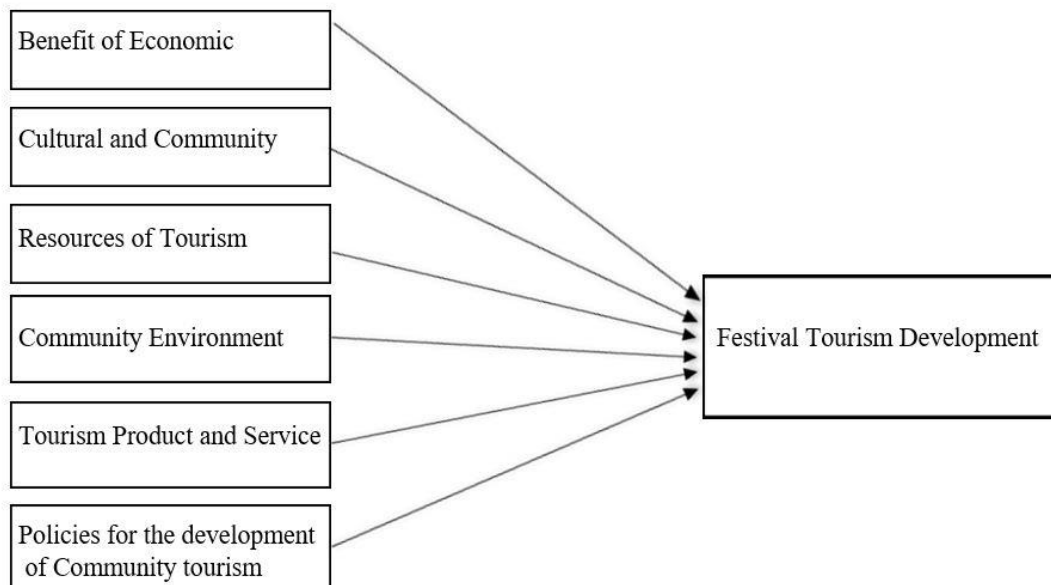
2.4 Previous Study

There are numerous studies of festivals around the world. The three previous studies examine the factors affecting festival tourism development.

The first paper of Nguyen Chi HAI and Nguyen Thi Kim NGAN(2022) explored the development of Khmer Festival Tourism in the Mekong Delta, Vietnam including factors affecting of Economic benefits, cultural and community, tourism resources and Policies development of community tourism, community environment, tourism product and services. Khmer festivals likes “Chol Chnam Thmay” and “Ok Om Bok” attract many tourists. Festival tourism boosts local income through various tourism-related activities. Festivals are community activities that fulfill spiritual that Mekong Delta offers rich cultural and festival tourism potential. The research methods used descriptive statistics and exploratory factor analysis and regression analysis.

The Conceptual Framework of the study is shown in the following Figure (2.1)

Figure (2.1) Factors Affecting Community Participation in Khmer Festival Tourism Development, Vietnam



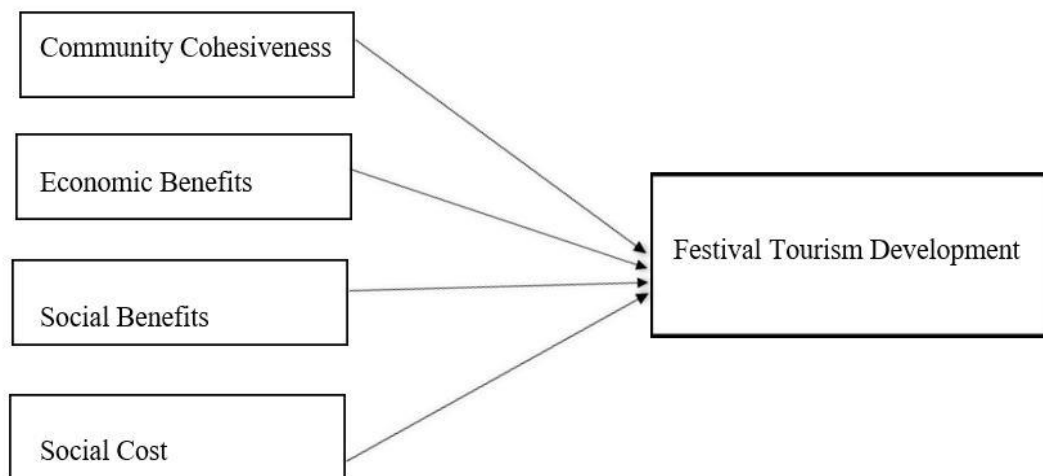
Source: Hai, N.C., & Ngan, N.T.K(2022)

According to the Figure(2.1) the data collected from 1258 travelers of Mekong Delta and the results show factors affecting cultural festival tourism development in

the Khmer community and significant relationships between independent and dependent variables. Six key factors identified affecting festival tourism development.

Secondly, the study by Doe, Frederick et al. (2020) emphasizes the global significance of festivals as tools for festival tourism development. It explores the impact of festival tourism on the socio-economic capital of the Kwahu traditional area in Ghana and examines how this tourism generates economic benefits for local businesses and the community. This study applies the social development theory. A quantitative cross-sectional survey utilizing convenience technique was used to gather data from a sample of 398 residents of the selected towns and the regression model was used to analyze. The study's findings extend earlier studies to extend the scope in festival tourism literature. The conceptual framework of this study is shown below Figure (2.2)

Figure (2.2) Festival Tourism and Socioeconomic Development: Case of Kwahu Traditional Areas of Ghana



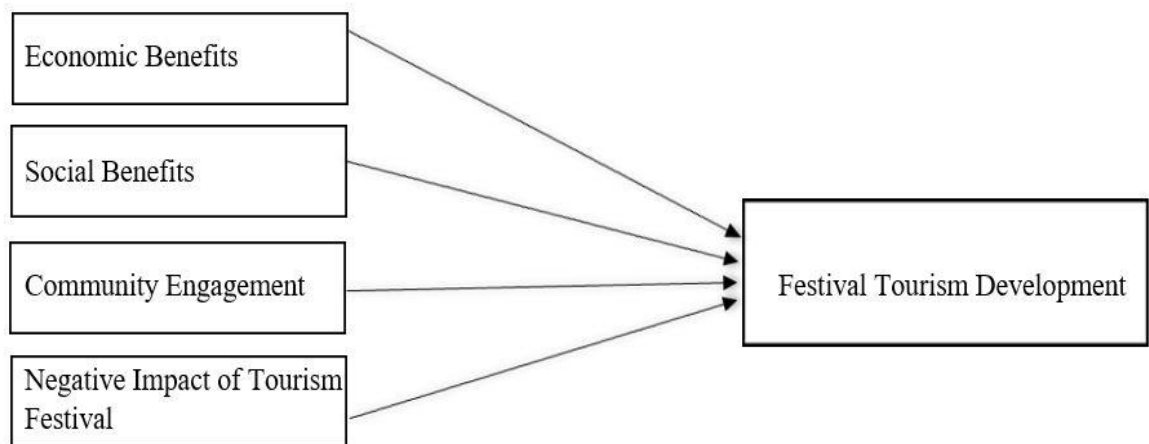
Source: Frederick Doe, et al. (2020)

This study found that festival tourism affects both community cohesion and economic development of the people of Kwahu traditional area. The findings indicate that for festival tourism to grow effectively in Ghana, the Ghana Tourism Authority must ensure that festivals do not undermine established traditional values or hinder the development of social structures and systems. To achieve this, it is essential to

implement measures that minimize the negative impact of the commodification of festivals on the cultural authenticity of local communities.

The third study by Do Thi Thao & Nguyen Hoang Dong (2023) analyzes the influence of festivals tourism and socio-economic development in the case study of the cultural traditional festival of Dong Hoi city, Vietnam. This study is guided by social development theory, using a regression model, the data is surveyed through 253 questionnaires of people living in Dong Hoi city, tourists, and some opinions of experts. The conceptual framework of this study as shown in Figure (2.3)

Figure (2.3) Festival Tourism and Socioeconomic Development: Case of Cultural Traditional Festival of Dong Hoi City, Vietnam



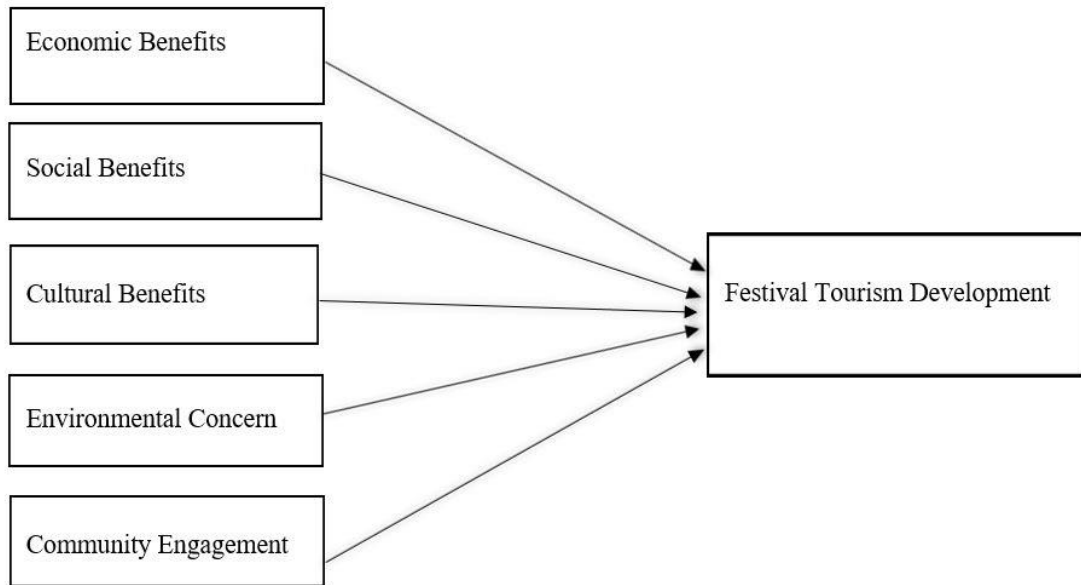
Source: Do Thi Thao & Nguyen Hoang Dong (2023)

The results show that festival tourism has a positive impact on community cohesion, social benefits, and economic benefits. Moreover, festival tourism brings negative impacts on the socioeconomic development of this region. At the same time, the study also offers some solutions to minimize the negative impacts of tourism festivals on tourism local economy, culture, and society.

2.5 Conceptual Framework of the Study

Based on the theoretical background, related theories and previous studies, the conceptual framework of this study is shown in following Figure (2.4).

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation (2025)

The conceptual framework for this research, shown in the above figure of independent variables, consists of five: economic benefit, social benefit, cultural benefit, environmental concern, and community engagement. The Festival Tourism Development variable is the dependent variable for this research. The relationship between the variables were analyzed by the regression analysis.

The working definitions of the variables are described by follows;

Economic Benefits mean that to local revenue generation, creating of jobs, and a variety of economics activities through Festivals that show business growth.

Social Benefits refers to the Festival provides a platform assessed for social exchange through community spirit, bringing people together sharing metrics, social bonds, and quality of life.

Cultural Benefits represent that are evaluated by the preservation and promotion of cultural heritage, participation in cultural identity, and pride.

Environmental Concern While tourism can pose environmental challenges, it also offers opportunities for environmental conservation efforts, and sustainable practices adoption through festivals.

Community Engagement refers to involving residents actively participating and supporting the festival that reflects the community's values, sense of ownership, and emotional solidarity.

Festival Tourism Development means that visiting a festival is treated as a separate type of tourism called festival tourism. The developing of cultural tourism products through festivals made festival tourism development while promoting a long-term sustainable way for the benefit of future generations.

CHAPTER III

HISTORICAL BACKGROUND OF THE ATĀ THINGYAN AS A FESTIVAL TOURISM DEVELOPMENT IN MYANMAR

This chapter describes the historical background of the Atā Thingyan (Water Festival). It consists of festival context within the Myanmar tourism industry, the historical background of the Atā Thingyan festival and activities of economic, social, cultural, environmental awareness and community engagement within Atā Thingyan festival.

3.1 Festival Context within the Myanmar Tourism Industry

In Myanmar, there have a rich tradition of seasonal festivals celebrated year-round. In each festival has a specific purpose for showing physical strength and encouraging mental resilience. These festivals reflect various aspects, including economic conditions, social interactions, cultural and religious spirit, community engagement, and environmental sustainability.

Myanmar's tourism industry is closely linked to its rich cultural and religious traditions, annual festivals playing a central role in attracting both domestic and international visitors. Celebrations such as Atā Thingyan (Water Festival), Thadingyut (Lighting Festival), and Tazaungdaing (Festival of Lights) offer visitors unique experiences that highlight the country's deep spiritual roots, values, and local customs. These events are not only culturally meaningful but also act as powerful tools for promoting tourism, offering tourists an opportunity to engage with authentic aspects of society (Janeya, 2017).

Throughout the country, Myanmar's traditional lunar calendar marks various festivals that reflect the spiritual, social, environmental, and economic rhythms of everyday life. The Kasone Festival, for example, symbolizes respect for nature and religious devotion by encouraging the watering of sacred Bo Trees. Waso signals the start of Buddhist Lent, during which merit-making and monastic retreat become central practices. These festivals participation help preserve important intangible cultural heritages.

Among these, the Atā Thingyan Festival, held annually in April to mark the Myanmar New Year, stands out as the most influential and widely celebrated cultural event in Myanmar. The festival's hallmark water-throwing symbolize spiritual

cleansing and renewal. Major cities like Yangon, Mandalay, and Nay Pyi Taw become lively cultural centers during Thingyan, hosting traditional performances, donation-based food festivals, and religious ceremonies. These activities generate significant seasonal economic opportunities for the hospitality, retail, and entertainment sectors.

Other festivals such as the Naga New Year Festival, celebrated in the Khamti region of Sagaing Division, have also served as successful examples of festival-based tourism. The Naga Festival showcases the unique customs, costumes, and traditional dances of the Naga ethnic group, attracting thousands of tourists both local and foreign who are eager to witness the rare cultural expressions of this remote community. At its peak, the festival garnered significant media attention, highlighting its potential to become a major tourism driver when effectively promoted and supported by proper infrastructure and peace.

Importantly, the recent recognition of Myanmar's Thingyan Festival as an Intangible Cultural Heritage by UNESCO (2022) has further elevated the festival's global profile. This designation emphasizes the value of Thingyan not just as a local celebration, but as a cultural tourism product with the potential to significantly boost Myanmar's national image and visitor appeal on the international stage. To fully realize the development potential of festival tourism, it is essential to examine the five key factors of economic benefits, social benefits, cultural heritage preservation, environmental sustainability, and community engagement, which interact to influence festival experiences and outcomes. Understanding these interconnected dimensions for building a tourism product that delivers long-term value to both the tourism sector and local communities. This study identifies factors affecting the Atā Thingyan Festival, aiming to provide actionable insights for enhancing festival-based tourism development in Myanmar.

3.2 Historical Background of the Atā Thingyan Festival

The Atā Thingyan Festival is Myanmar's traditional New Year celebration, taking place annually in mid-April. This ancient water festival has historical roots, with records dating back to the 653 Myanmar Era (1291 AD) during the Bagan period, as noted on a stone inscription at Saw Hla Wun Pagoda. This inscription

provides strong evidence of the water-throwing festival in Myanmar, confirming its celebration for more than 730 years.(Global New Light of Myanmar,2024)

The term Thingyan is derived from the Sanskrit word “Sankranti, meaning "transition" or "astrological change," marking the movement of the sun from Pisces to Aries. This solar transition symbolizes both a seasonal and spiritual renewal, making Thingyan a critical marker of Myanmar’s Burmese lunar New Year and a bridge between cosmological beliefs and cultural practice. The earliest documented observances of Thingyan in Myanmar centered around sacred purification rituals, performed by kings and monks during the Bagan Dynasty. Rituals included offerings of scented water infused with sandalwood, symbolizing spiritual cleansing and merit-making.

The Myanmar Traditional New Year Water Festival is set to be included in UNESCO's Representative List of the Intangible Cultural Heritage of Humanity, a major milestone. This recognition highlights the festival's cultural significance. The festival, celebrated with unique traditions across communities. Historical records indicate the festival's origins dating back to 1291 AD. This inclusion by UNESCO signifies the festival's importance in preserving cultural heritage. The famous traditional monthly festivals in Myanmar are deeply rooted within the country's culture, traditions, and customs, originating from the days of our forefathers. These elements of culture, traditions, customs, and social norms have been passed down from generation to generation. This study highlights the importance of preserving these festivals, ensuring that their significance and cultural richness are preserved for future generations.

In modern-day Myanmar, Thingyan is celebrated for five days:

Day 1: "A-kyo Nei" (the Announcement Day) This day marks the start of religious activities, during which Buddhists are expected to observe the Eight Precepts, in addition to the basic Five Precepts. In the lead-up to Thingyan, families prepare ceremonial clay pots called "atā oh" to welcome Thagyamin. These pots are filled seven kind of leaves and flower with representing the days of the week, welcoming Thagyamin.

Day 2: "A-kyā Nei" (the Arrival Day) This significant day highlights the descent of Thagyamin and the official arrival of Thingyan. People celebrate by sprinkling each other with water infused with thabyay leaves from silver bowls. The act of splashing water is a key element of the celebration, believed to bring health,

happiness, and good fortune, while symbolizing the washing away of past wrongs and welcoming a positive future. The atmosphere is filled with excitement as people participate in this tradition.

Days 3 & 4: "A-kyat" These days represent the peak of water-throwing festivities, which may extend to two days to align with the Myanmar calendar and the solar transition of the New Year. The festival concludes with "a-tet," the day when Thagyamin returns to the heavens, signaling a focus on merit-making activities and performing good deeds.

Day 5: "Hnit-San-Tayet-Nei" This day marks the first day of the New Year according to the Myanmar calendar, known as the Tagu Month. One of the most endearing aspects of Thingyan is the care shown to the elderly. Young people assist their parents and grandparents in performing good deeds, such as offering alms and making food donations. A distinctive tradition involves washing the hair of the elderly using traditional shampoo in a customary manner, which is believed to bring in a prosperous new year. Visiting pagodas and engaging in acts of kindness, such as sweeping, releasing trapped animals, offering alms, and donating to devotees also essential components of the New Year celebration.

The festival has continued to evolve, balancing centuries-old customs with contemporary expressions of celebration. In 2024, UNESCO officially listed Atā Thingyan as an Intangible Cultural Heritage of Humanity, recognizing its rich symbolism, communal value, and importance in promoting Myanmar's cultural identity and heritage.

3.3 Atā Thingyan Festival in Myanmar

Festival tourism in Myanmar has gradually gained attention due to the richness and diversity of local traditions like Thingyan. Festivals serve as major attractions for both domestic and international visitors. As Getz (2010) highlights, festivals offer unique cultural experiences and are important tools for place branding and local economic development.

Although Thingyan is widely known, regional versions like Atā Thingyan offer deeper and more authentic experiences. These festivals are opportunities for tourists to engage in local life, try traditional food, watch cultural performances, and even join community rituals. The appropriate promotion of such festivals possesses

the potential to develop into tourism products that contribute positively to the local economy and cultural heritage.

In Myanmar, the growth of cultural and festival tourism has been supported by the Ministry of Hotels and Tourism. However, more efforts are needed to include regional festivals in national tourism strategies. Community engagement and cultural preservation must go hand in hand with tourism promotion to ensure long-term success.

The success of festival tourism development is strongly connected to five key supporting factors:

3.3.1 Economic Activities within Thingyan Festival

The Thingyan Festival stimulates Myanmar's local economy by creating employment opportunities, increasing sales for small and medium-sized enterprises, and attracting both domestic and international visitors. As the country's most widely celebrated cultural event, Thingyan drives economic activity particularly in major cities such as Yangon, Mandalay, Naypyitaw, and Bagan, as well as in key tourist destinations.

During the festival, businesses rise across the country's revenue. Food vendors selling traditional snacks like Mont Lat Saung (a jaggery and rice-based dessert drink), Moat Lone Yay Paw (glutinous rice balls), and Shwe Yin Aye (a popular cold dessert) enjoy their highest sales volumes of the year. Shops and local markets that offer festival-related items, clothing, and services. Small vendors, many of whom are family-run or led by young entrepreneurs, set up temporary roadside stalls near festival zone, particularly in popular Mandat areas (temporary water-throwing pavilions.) These micro-businesses economic growth during the five-day celebration and earning extra income from festival-goers.

The Thingyan Festival also generates short-term job opportunities in various sectors. Roles such as event staff, decorators, construction workers for temporary structures, performers, and street food vendors emerge during the festival period. These jobs contribute to community livelihoods by enabling many to benefit from the seasonal demand from festival activities. In cities like Yangon and Mandalay, township-level events are often organized with support from local authorities and sponsorship from private companies. They construct "Mandats" (temporary water-throwing pavilions) and allowing public by selling Mandat ticket. Tickets are sold to

the public for entry into these Mandats, creating another revenue stream for organizers and sponsors.

However, in recent years, including this festival period, the celebration style has shifted. Due to changes in public safety, regulations, or preference, many events were moved from public street Mandats into private hotels. As a result, well-known hotels experienced to boost in revenue by offering “Thingyan packages” that included water-throwing zones, entertainment programs, and enclosed celebration areas. These hotel-based celebrations attracted many participants seeking organized, joyful, and secure environments. The hospitality industry benefited greatly with fully booked. Another services industry of transportation services also facing high demand as people travel back to their home town during festivities season. According to the Global New Light of Myanmar (2023), this year's Thingyan saw a notable resurgence in tourism, with up to 100,000 visitors arriving daily in Bagan, bringing unexpected economic benefits after the pandemic slowdown. Local artisans, including painters and souvenir makers, also reported increased income during this peak season.

The Thingyan Festival supports various sectors of Myanmar’s economy from food and retail to transport and hospitality while offering valuable income-generation opportunities for businesses and individuals alike. Celebrated with water, joy, tradition, and community spirit, Thingyan remains a driver of seasonal economic growth and cultural tourism across the nation.

3.3.2 Social and Cultural Activities within the Thingyan Festival

The Atā Thingyan Festival, which marks the traditional Myanmar New Year, is not only a time for joyous celebration but also the time for practicing social and cultural traditions deeply rooted in the country’s heritage. The festival offers a vibrant mix of playful festivities, religious merit-making, and expressions of cultural spirit. It serves as a period of renewal and unity, bringing together people of all ages, backgrounds, and regions across Myanmar.

One of the most recognizable features of Thingyan is the symbolic use of water. Water-splashing represents the cleansing of misfortunes from the old year and the welcoming of good fortune for the new one. Young and old all participate in friendly water fights using water guns in a spirit of joy and social celebration. Temporary pavilions known as Mandats or pandals are constructed along roadsides and public spaces, often featuring live music bands, traditional dance troupes,

entertainment performances, and food stalls. Additionally, scented water is poured over Buddha images as a symbolic act of spiritual purification.

Religious and merit-making activities are central to Thingyan. These include offering alms and meals to monks, donating to monasteries, visiting pagodas, and listening to Buddhist sermons (Dhamma talks). A widely practiced custom during Thingyan is the release of fish and birds, believed to generate good karma for the giver. Religious observances are held across the country, especially in prominent religious sites such as the Shwedagon Pagoda in Yangon. Devotees engage in meditation, recitation of Buddhist scriptures, and acts of charity. Notably, a ceremony to release 5,000 fingerlings (small baby fish) was released at Kandawgyi Lake and Yangon River under the supervision of regional officials, symbolizing an act of compassion and ecological merit.

The festival also provides an important opportunity for family reunions and social bonding. People return to their hometowns to spend time with their families, visit elders, and strengthen communal ties. Respect for elders is shown through meaningful traditions such as shampooing, cutting nails to senior family members. Furthermore, Satuditha (the offering of free food and drinks) to festival-goers, is commonly practiced in public areas, reflecting the generosity and hospitality deeply ingrained in Myanmar's culture. At public spaces like Maha Bandoola Park and near religious landmarks such as Shwedagon Pagoda, community members and civil servants distributed many kinds of meals including buttered rice, chicken curry and variety of traditional cold drinks and snack. These acts reinforce social cohesion and cultural pride during the festival.

Cultural performances are another prominent feature of Thingyan. Traditional music and dance are regularly performed on Mandats, reflecting Myanmar's rich artistic heritage. Local youth often participate in organizing community entertainment, showcasing Thanaka application and Padauk flower offerings, both of which are strong cultural symbols of Thingyan. The blooming of the Padauk flowers particular bloom in the right time of Thingyan Festival season and the Padauk flower recognize the National Flowers of Myanmar.

Moreover, the festival period is sometimes chosen for life events such as temporary ordination of boys as novice monks or girls as nuns, meritorious act by families. These practices demonstrate the deep interconnection between cultural identity, religious tradition, and the social fabric of Myanmar during Thingyan.

The Atā Thingyan Festival is not only a festive celebration but also a meaningful convergence of Myanmar's social and cultural spiritual values. Its show unity, respect, generosity, and pride in national identity through shared participation in both joyful and reflective activities. These traditions play a significant role in preserving Myanmar's intangible cultural heritage as a factor in festival tourism development.

3.3.3 Environmental Awareness within Festival Activities

While the Atā Thingyan Festival is a time of joy and national celebration, it also presents both challenges and opportunities concerning environmental sustainability. In recent years, growing awareness among the public, local authorities, and civil society organizations has led to increased efforts to minimize the environmental effect of festival activities. These concerns are especially relevant main area such as Yangon, Mandalay, and Naypyitaw, where large-scale water-throwing events and street festivities can lead to waste generation, water overuse, and pollution.

One of the primary environmental concerns during Thingyan is the excessive use and wastage of water. Traditionally, water-splashing symbolizes the washing away of past misfortunes, but in some areas, the overuse of clean water especially through pressurized hoses and water tanks raises concerns about resource misuse. To address this, local authorities and environmental organizations have begun public awareness campaigns encouraging the responsible use of water, including the use of smaller containers and moderation in water play.

Another major issue is the generation of plastic waste from disposable water bottles, plastic cups, food packaging, and decorations used during celebrations. In response, some youth-led environmental groups and township municipal departments have promoted eco-friendly practices such as the use of reusable utensils, and waste segregation systems at festival sites. Clean-up campaigns, often organized by student groups, NGOs, and community volunteers, are conducted immediately following the festival days to collect garbage and restore public cleanliness, particularly in public parks and near religious sites. In addition, green merit-making activities have been integrated into Thingyan in many regions. Examples include releasing fish into lakes and rivers as a symbol of compassion and ecological respect for mark the New Year. The recent event at Kandawgyi Lake, where officials released 5,000 fingerlings under

the supervision of the Yangon Region Government, reflects the integration of environmental awareness into religious and traditional practices.

These initiatives highlight a growing trend in Myanmar toward environmentally conscious festival celebrations. Although there is still much progress to be made, the increasing attention to environmental concerns within Thingyan indicates a positive shift in public behavior and festival management. Such practices contribute not only to sustainable festival tourism but also to the long-term environmental sustainability of the nation.

3.3.4 Community Engagement Activities within Festival

Community engagement is a core component of the Atā Thingyan Festival, as deeply rooted in Myanmar's traditions of social harmony, collective participation, and cultural transmission, and these elements are evident in the active involvement of local communities in organizing and celebrating the event.

Thingyan celebrations are often organized at the ward, township, and city levels, involving participation from local residents, volunteer groups, civil servants, students, religious organizations, and private businesses. Temporary pavilions Mandats are constructed through collective efforts, often funded by community contributions or private sponsors. These Mandats serve as centers for water play, performances, and public interaction, symbolizing the spirit of unity and cooperation.

A key form of community engagement is the practice of Satuditha, where individuals, families, and organizations prepare and distribute free food and drinks to festival-goers. This act of generosity not only reflects Buddhist values of merit-making but also strengthens social bonds among neighbors and strangers alike. Both urban and rural areas, local donors serve traditional meals such as buttered rice, chicken curry, and seasonal desserts, often from temporary street kitchens set up specifically for the festival. Respect for elders and senior citizens is another notable feature of community-based activities. In many neighborhoods, young people engage in shampooing, cutting the nail to their elderly which is a symbolic gesture of respect, gratitude, and intergenerational solidarity. These acts foster moral education among youth and maintain the continuity of cultural values.

Youth leadership and volunteerism are promoted through active engagement with the festival, as young people often take the lead in organizing performances, cleaning public spaces, managing logistics for events, and promoting safety during

celebrations. Such participation not only enriches the festival experience but also cultivates leadership, teamwork, and civic responsibility among the younger generation. Religious community involvement, evident during Thingyan such as Monasteries, pagodas, and Dhamma centers engage local residents in meditation sessions, Buddhist teachings, and charity events. Civil servants and local government staff also participate by engaging with citizens in public areas. Through these multifaceted forms of community engagement, Thingyan serves as a platform for unity in social inclusion, mutual support, and shared identity.

CHAPTER IV

ANALYSIS OF FACTORS AFFECTING FESTIVAL TOURISM DEVELOPMENT IN MYANMAR

This chapter includes several key components of research design, respondent profiling, reliability testing, descriptive statistics, and the outcomes of regression analysis. It specifically investigates the factors influencing festival tourism development in Myanmar, with a focus on economic benefits, social benefits, cultural benefits, environmental concerns, and community engagement.

4.1 Research Design

This study used a quantitative research method to examine the factors affecting festival tourism development in Myanmar. The study explores the perception of 385 students from Yangon University. A structured questionnaire contained 42 questions divided into seven sections. The simple random sampling method was implemented using Cochran (1977) formula as follows;

Cochran Formula

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{E^2}$$

Confidence Level (Z)= 95%

Margin of error E = 5%

Unknown Population(p)=0.5

$$n = \frac{(1.96)^2 \cdot 0.5 \cdot (1 - 0.5)}{(0.05)^2}$$

$$= 385$$

The sample size required for a population with an unknown size, a 95% confidence level a 5% margin of error, and assuming maximum variability (p=0.5) is approximately 385 respondents are covered.

The questionnaire included questions related to five independent variables: Economic Benefit, Social Benefit, Cultural Benefit, Environmental Concern, and

Community Engagement. The dependent variable was Festival Tourism Development. Each question was measured on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data collected was analyzed using SPSS software. The questionnaire included questions related to five independent variables: Economic Benefit, Social Benefit, Cultural Benefit, Environmental Concern, and Community Engagement. The dependent variable was Festival Tourism Development. Each question was measured on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data collected was analyzed using SPSS software. Descriptive statistics, reliability tests, and regression analysis were conducted to examine the relationship between the variables.

4.2 Profile of Respondents

In this survey, the respondents came from diverse backgrounds. The samples of 385 respondents are categorized by the following Table (4.1) by their gender, age, education level and location, showing together with Percentage (%).

Table (4.1) Demographic Data of Respondents

Sr.No	Particular	Number of	Percentage (%)
	Total	385	100%
1	Gender		
	Male	92	24
	Female	293	76
2	Age (Years)		
	Less than 18	6	2
	18-21	129	33
	22-25	250	65
3	Education		
	First Year – 3 rd	103	27
	Final Year	123	32
	Bachelor	93	24
	Master	37	9
	Others	29	8
4	Location		
	Kamaryut	38	10
	Sanchaung	11	3
	Hlaing	38	10
	Others	298	77

Source: Survey Data (2025)

The majority of respondents were female of 76%, while males made up 24%. The respondents were divided into three age groups: (1) under 18, (2) 18-21 years,

and (3) 21-25 years. Among these groups, the 21-25 age range had the highest response rate at 65%, followed by the 18-21 age group at 33%, and only 2% of respondents were under 18. In the education levels section, most participants were in their final year of study, representing 32% of the total. Additionally, 27% were in their first to third year, 24% held a bachelor's degree, 9% had a master's degree, and 8% were at other educational levels. The majority of respondents 77% were currently live in different areas, as shown in the figure. Of these, 10% reside in Hlaing and Kamaryut, and only 3 % in Sanchaung.

4.3 Reliability Test

According to Danilo Rogayan(2017) While a Cronbach's alpha of 0.7 is a widely accepted minimum for internal consistency, which indicates that the survey items were reliable. In this study, Economic Benefit, Social Benefit, Cultural Benefit, Environmental Concern, Community Engagement, and Festival Tourism Development all scored above 0.7 in Cronbach's Alpha, indicating high reliability shown in the following Table (4.2).

Table (4.2) Reliability Test for Variables of the Study

Sr, No.	Variable	Number of Items	Cronbach's Alpha
1.	Economic Benefit	7	0.821
2.	Social Benefit	7	0.777
3.	Cultural Benefit	7	0.855
4.	Environmental Concern	7	0.726
5.	Community Engagement	7	0.805
6.	Festival Tourism Development	7	0.811

Source: Survey Data (2025)

Cronbach's alpha is a statistical measure used to evaluate the internal consistency or reliability of a set of items. It indicates how closely related a group of items is to one another. A higher Cronbach's alpha value describes greater internal consistency. This measure is commonly utilized in research to assess the trustworthiness of questionnaires. As shown in Table (4.2) Economic Benefit 0.821, Social Benefit 0.777, Cultural Benefit 0.855, Environmental Concern 0.726, and

Community Engagement 0.805. The value for Festival Tourism Development is 0.811. Each variable demonstrates consistency greater than 0.7, indicating a well-established measure, and all items were strongly reliable.

4.4 Descriptive Statistics of Factors Affecting Festival Tourism Development

In this study, respondent perceptions of Generation Z toward factors affecting Atā Thingyan Festival of economic benefit, social benefit, cultural benefit, environmental concern and community engagement are examined by descriptive statistics. In the primary analysis, the means were interpreted using a 5-point Likert Scale as follows: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. This scale reflects how respondents feel about the statements in the questionnaires. The Mean Score table interpretation is show in Table (4.3) below.

Table (4.3) Mean Interpretation

Mean Score	Interpretation
1.00-2.00	Low
2.00-3.00	Medium Low
3.00-4.00	Medium High
4.00-5.00	High

Source: Nunnally and Berstein(1994)

4.4.1 Respondents Perception on Economic Benefits

This section explains the perception of Generation Z toward the economic benefits of the Atā Thingyan Festival of factors affecting festival tourism development in Myanmar. The total of 7 questions related to the factors affecting the economic benefit of the Festival Tourism Development. The Mean Value of Economic Benefits shown in the following Table (4.4)

Table (4.4) Mean Value of Economic Benefits

No.	Particular	Mean	Standard Deviation
1	Increasing the number of jobs for people	3.51	0.984
2	Increasing revenue for local economic benefits from visitor spending	3.98	0.827
3	Increasing sales for Thingyan-related businesses, such as ticket sales, entertainment, and advertising	4.27	0.761
4	Increasing sales for tourism-related businesses such as restaurants, transportation, and travel agencies	4.22	0.781
5	Encouraging the local development of new services	3.76	0.914
6	Increasing local sales contributes to the economic affects	4.16	0.766
7	Increasing new investment opportunities	3.57	0.995
Overall Mean		3.93	

Source: Survey Data, 2025

According to the data from the above Table(4.4), the mean scores of the seven items measuring the economic benefits of the Thingyan Festival indicate an overall positive perception among respondents. The lowest mean score was recorded for the item concerning the increase in job opportunities, with a mean of 3.51. This was followed by the new investment opportunities, which had a mean score of 3.57. The highest mean score was 4.27 show that the perception of the Thingyan Festival increases sales for Thingyan-related businesses, including ticketing, entertainment, and advertising. Other highly rated items include increased sales for tourism-related businesses mean score 4.22 and a general rise in local sales mean score 4.16, shows the respondents strongly associate the festival with commercial activity. The overall mean score for economic benefit 3.93 is highlights the participants generally agree the Thingyan Festival contributes positively to local economic outcomes.

4.4.2 Respondents Perception on Social Benefits

This section presents the descriptive statistics for the Social Benefit of the Thingyan Festival consisting seven questionnaires to assess the festival promotes social interaction, harmony, and sharing cultural values. The result shows in Table (4.5) in below.

Table (4.5) Mean Value of Social Benefits

No.	Particular	Mean	Standard Deviation
1	Increasing the connection between residents and visitors	4.50	0.555
2	Bringing people together to celebrate community spirit	4.63	0.500
3	Offering family-based recreational activities contributes to the social value	4.40	0.583
4	Building an emotional connection among the community	4.48	0.573
5	Bringing a shared sense of joy strengthens social bonds	4.60	0.565
6	Enhancing the community image with outsiders through the celebration	4.35	0.565
7	Educating and engaging people during the festival understand more about local culture.	4.36	0.503
Overall Mean		4.47	

Source: Survey Data, 2025

According to the above Table(4.5), the overall mean for 4.47 indicates that respondents high perceive the Thingyan Festival as a valuable contributor. Thingyan Festival brings people together to celebrate for community spirit with mean score of 4.63, clearly reflecting the festival as an important occasion for the community. Sharing a sense of joy follows closely 4.60 shows the connection between locals and tourists, strengthening the social fabric of the community. The Festival supports emotional bonding and inclusive family participation, receiving high scores of 4.48 and 4.40. The Thingyan Festival community image is slightly lower than others 4.35, still reflects a positive perception of the respondents believe the festival helps improve how outsiders, such as tourists, view their community. The participants believe the festival provides meaningful educational and cultural exchange opportunities, indicate 4.36 mean score. The Thingyan Festival is widely recognized for its significant social benefits.

4.4.3 Respondents Perception on Cultural Benefits

The section presents the cultural benefit dimension of the Thingyan Festival on seven statements rated by respondents on 5 point Likert scale. The purpose to assess Generation Z's perception of the festival's contribution to cultural preservation. Mean Values of Cultural Benefits shown in the following Table(4.4)

Table (4.6) Mean Value of Cultural Benefits

No.	Particular	Mean	Standard Deviation
1.	Encouraging the local community to participate in various cultural activities.	4.26	0.635
2.	Promoting understanding and exchange of cultures.	4.34	0.690
3.	Having positive effect on the Myanmar cultural identity	4.21	0.719
4.	Bringing many valuable cultural experiences for local and international tourists.	4.27	0.718
5.	Promoting Myanmar cultural identity	4.57	0.666
6.	Bringing people together and making them proud of their culture	4.38	0.701
7.	Helping preserve cultural heritage	4.52	0.650
Overall Mean		4.36	

Source: Survey Data, 2025

The Above Table (4.6) shows, the overall mean score for Cultural Benefit is 4.36, which places it within the high interpretation range. This demonstrates a strong consensus among respondents of Generation Z regarding the meaningful cultural heritage of the Thingyan Festival. The majority of participants strongly believe the festival serve as a powerful platform for showcasing Myanmar's cultural image both locally and internationally. Another highly rated mean score of Thingyan Festival helps preserve cultural heritage 4.52 and followed closely 4.38 of people bringing together and making proud of their culture. These responses encourage that the festival is seen as an affecting mechanism for cultural preservation and promoting community pride in tradition values. The Thingyan Festival promotes understanding and exchange of cultures mean score of 4.34 describes a strong belief that the festival also contributes to cross-cultural communication and diversity appreciation. 4.27 and 4.26 mean for support that the festival is culturally enriching and encourages active

community involvement. Additionally, the Mean score of 4.21 indicates that while respondents generally agree with the statement, it may have received slightly more neutral responses compared to others due to differing interpretations of cultural identity.

The findings clearly describe that the Thingyan Festival actively contributes to cultural heritage preservation, promotion of national identity, creation of shared cultural pride and intercultural understanding.

4.4.4 Respondents Perception on Environmental Concern

In this section, the descriptive analysis showed that respondents generally agreed with the importance of each factor in environmental concern. The variables aimed to evaluate the level of public awareness and attitude toward the environmental issue of the Thingyan Festival. The respondents believed environmental sustainability is important in tourism. The Table (4.7) shows in below mean value of environmental concern.

Table (4.7) Mean Value of Environmental Concern

No.	Particular	Mean	Standard Deviation
1	Being concerned about the negative environmental affects of festival reflects public awareness of sustainability issues.	3.53	1.039
2	Contributing to environmental sustainability highlights its value as a UNESCO Intangible Cultural Heritage.	4.24	0.784
3	Showing a commitment to sustainable celebration by supporting an eco-friendly Thingyan Festival in community	4.28	0.637
4	Being essential for long-term development with recognizing environmental protection as an important part of tourism activities	4.28	0.687
5	Being important to educate tourists about local environmental issues	4.08	0.798
6	Having the government prioritize with implementing regulations to protect the environment from Thingyan Festival-related damage	4.12	0.76
7	Considering environmental conservation as a very important concern for the Thingyan Festival as the necessary for sustainable tourism growth.	4.22	0.773
Overall Mean		4.10	

Source: Survey Data, 2025

The above Table(4.7) describes that the environmental issues are important in the context of festival tourism, through the level of agreement and overall mean score for variable is 4.10 high range. The generation Z, respondent are willing to support eco-friendly Thingyan Festival and strongly believe the environmental protection is an important part of tourism activities, scoring highest Mean 4.28. This clearly shows that the majority of respondents are highly supportive of sustainable practices and value the importance of environmental responsibility during the festival.

The Thingyan Festival can contribute to environmental sustainability due to its recognition by UNESCO which received a mean of 4.24, reflecting optimism about aligning the festival with global sustainability standards. Concerning about the negative environmental affects of the Thingyan Festival received the lowest mean score of 3.53, show a "mixed response" among participants while some individuals are aware of and concerned about the environmental damage caused by festival activities, others seem less engaged with these issues. This variability may be attributed to differing experiences and varying levels of environmental education among respondents. The higher score for the government should implement stricter regulations to protect the environment, achieved a mean score of 4.12, and educating tourists about local environmental issues was important, receiving 4.08. These results indicate that respondents largely support institutional measures and awareness campaigns designed to promote sustainability during the Thingyan Festival.

4.4.5 Respondent Perception on Community Engagement

The section presents the descriptive analysis for the Community Engagement, measure how the Thingyan Festival supports community involvement, social bonding and collective identity. The detail result as shown in Table 4.8 in below.

Table (4.8) Mean Value of Community Engagement

No.	Particular	Mean	Standard Deviation
1.	Playing a vital role in strengthening community engagement and unity.	3.92	0.785
2.	Enhancing social cohesion and encourage active participation within the local community.	4.17	0.672
3.	Having participation of local people feeling increases local influence by empowering residents to take part in cultural expression.	4.09	0.775
4.	Strengthening community bonds and engagement to local people actively participate	4.37	0.677
5.	Enhancing the community image through active local involvement and cultural expression.	4.06	0.765
6.	Involving local businesses and government authorities in the Thingyan Festival contributes to strong community engagement.	4.07	0.887
7.	Promoting community engagement through social gathering activities during the Thingyan Festival by a shared sense of identity, cultural heritage, and local pride.	4.33	0.672
Overall Mean		4.144	

Source: Survey Data, 2025

The survey results presented in the Table(4.8) indicate a high level of community engagement, with strong positive feedback regarding local participation. Respondents overwhelmingly agree that the local community is actively involved in festival events, as evidenced by a mean score of 4.37. Social gatherings during the festival serve as an essential platform for fostering interpersonal interactions and cultivating a sense of belonging among community members.

The festival also provides opportunities for residents to showcase their cultural identities and talents, earning a mean score of 4.09 for its significant influence. The connections within the community are rated with a mean score of 4.06, while perceptions of inclusive governance and stakeholder collaboration in the festival's organization are rated at 4.07. Furthermore, respondents perceive community engagement, as well as the strengthening of unity, to be fairly important reflected in a mean score of 3.92. This describes a medium high level of agreement, though variations exist in how "unity" is defined across different regions. These findings demonstrate that community engagement is a fundamental component of the Thingyan festival's success. Respondents strongly believe that the Thingyan Festival

encourages active public participation, cultural pride, promotes shared identity, and enhances the community's image.

4.4.6 Factors Affecting of the Atā Thingyan Festival

The descriptive data of the development of festival benefits of Economic, Social, Cultural and Environmental Concern and Community Engagement shown in below Table (4.9).

Table (4.9) Overall Mean Value of Respondent Perception

No.	Particular	Mean
1	Economic Benefits	3.93
2	Social Benefits	4.47
3	Cultural Benefits	4.36
4	Environmental Concern	4.10
5	Community Engagement	4.41

Source: Survey Data,2025

According to the above Table(4.9) presents the overall mean values of respondents' perceptions of five key factors related to the Thingyan Festival.

Social Benefits received the highest mean score of 4.47, indicating that respondents strongly agree that the Thingyan Festival provides significant social value, such as enhancing relationships among community members and creating a sense of unity. Community Engagement followed closely with a mean of 4.41, showing that respondents recognize the festival's strong role in encouraging active participation from local communities. Cultural Benefits also scored high with a mean of 4.36, reflecting a strong perception of the Thingyan Festival effectively promotes and preserves Myanmar's cultural heritage. The mean value for Environmental Concern was 4.10, indicating that respondents are strongly aware of the importance of environmental sustainability within the context of the festival. Economic Benefits received the lowest mean score of 3.93, which still reflects a positive perception but indicates that respondents may perceive the festival's economic benefits relatively less significant compared to other dimensions.

4.4.7 Respondent Perception on Festival Tourism Development

The following Table (4.10) presents Festival Tourism Development, which includes seven questionnaires assessing respondents' perceptions of the Thingyan Festival's contribution to the growth and promotion of tourism in Myanmar.

Table (4.10) Mean Value of Festival Tourism Development

No.	Particular	Mean	Standard Deviation
1.	Contributing significantly to the growth of festival tourism by attracting both domestic and international tourists is a major role of the Thingyan Festival.	4.51	0.658
2.	Positively affecting service quality and employment through festival activities supports tourism-related development.	4.08	0.785
3.	Promoting festival tourism through the Thingyan Festival beneficial for the people of Myanmar.	4.37	0.604
4.	Playing a crucial role in the development of festival tourism as a key contribution of the Thingyan Festival.	4.18	0.844
5.	Promoting Myanmar as a cultural and tourist destination is supported by the Thingyan Festival.	4.26	0.732
6.	Being listed by UNESCO as an intangible cultural heritage highlights the Thingyan Festival's unique value and supports the development of festival tourism.	4.39	0.696
7.	Gaining benefits from the Thingyan Festival contributes to the development of festival tourism.	4.27	0.726
Overall Mean		4.29	

Source: Survey Data, 2025

According to Table(4.10) describe the overall mean score 4.29 for this variable indicates a high level of agreement among respondents that the Thingyan Festival plays a significant role in the development of festival tourism in Myanmar. The lowest mean score was 4.08 shows more cautious views on the extent to which the festival improves service quality and generates employment opportunities. This was followed by a mean score of 4.18 related to the general perception of the festival's contribution to the development of the tourism sector. The mean score of 4.26 stronger agreement that the festival plays a key role in positioning Myanmar as a cultural and tourist destination. The perception that the benefits derived from the Thingyan Festival contribute to tourism development received a mean of 4.27 indicating consistent support for its positive affects. A mean score of 4.37 shows

that the festival is viewed as beneficial to the people of Myanmar in terms of promoting tourism, while a score of 4.39 demonstrates agreement with the idea that UNESCO recognition strengthens the festival’s role in cultural promotion and tourism growth. The highest mean score 4.51 show strong consensus that the Thingyan Festival significantly contributes to the expansion of festival tourism by attracting both domestic and international tourists. These results show while all viewed positively, the strongest perceptions relate to the festival’s cultural value and its appeal to visitors, whereas practical aspects such as employment and quality improvement receive relatively less emphasis from respondents.

4.5 Analysis of the Factors Affecting Festival Tourism Development

A regression analysis was performed to evaluate the influence of five independent variables on the development of festival tourism. These independent variables included Economic Benefit, Social Benefit, Cultural Benefit, Environmental Concern, and Community Engagement, with Festival Tourism Development serving as the dependent variable. The findings of the regression analysis are detailed in Table 4.10 below.

Table (4.11) Analysis of the Factors Affecting Festival Tourism Development

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std.Error	Beta			
(Constant)	0.417	0.259		1.614	0.000	
Economic Benefits	0.181***	0.036	0.219	5.064	0.000	1.389
Social Benefits	0.150**	0.067	0.101	1.232	0.026	1.513
Cultural Benefits	0.118**	0.052	0.111	2.257	0.025	1.786
Environmental Concern	0.146**	0.046	0.144	3.161	0.002	1.528
Community Engagement	0.334***	0.047	0.343	7.135	0.000	1.710
R				0.698		
R Square				0.488		
Adjusted R Square				0.481		
Durbin-Watson				1.694		
F Value				72.215		

Source: Survey Data, 2025

Note: *** Significant at the 1 % level, ** Significant at the 5% level

Regression results as shown in Table (4.10) of all five independent variables Economic Benefit, Social Benefit, Cultural Benefit, Environmental Concern, and Community Engagement exhibit, positive signs and statistically significant coefficients. Among them, Community Engagement and Economic Benefits are significant at the 1% level***, while Social Benefits, Cultural Benefits and Environmental Concern significant at the 5% level.**

The regression analysis shows that Community Engagement is the most influential factor contributing to festival tourism development, as indicated by the highest standardized coefficient (Beta = 0.343), a coefficient value of 0.334, and a highly significant p-value ($p < 0.001$). This result highlights the role of local community participation in festivals, thereby strengthening their appeal to tourists. Another the most significant of Economic Benefits (Beta = 0.219, $p < 0.001$), which demonstrates that the economic contributions of festivals, such as increased local income, business revenue, and employment opportunities, positively contribute to tourism development. Environmental Concern also shows a statistically significant relationship (Beta = 0.144, $p = 0.002$), describe that public awareness of and support for environmentally sustainable practices are important factors in shaping the long-term success of festival tourism. Cultural Benefit (Beta = 0.111, $p = 0.025$) and Social Benefit (Beta = 0.101, $p = 0.026$) have relatively follows by them, they are both statistically significant at the 5% level. These findings indicate that preserving cultural identity and promoting social cohesion through festivals significantly boost tourism development. The study's framework shows how community, economic, environmental, cultural, and social factors collectively support the growth of festival tourism in Myanmar.

The model's R square value is 0.488, indicating that approximately 48.8% of the variation in festival tourism development is explained by the five predictor variables. The adjusted R square is 0.481, showing a consistent model fit after accounting for the number of variables included. The model's overall significance, as indicated by an F-value of 72.215, is highly significant at the 1% level, confirming the model's robustness.

The Durbin-Watson statistic of 1.694 describe that there is no serious autocorrelation present in the regression model. To assess potential multicollinearity, Variance Inflation Factors (VIFs) were examined. All VIF values are well below the critical threshold of 10, ranging from 1.389 to 1.786. This implies that there is no

significant multicollinearity among the independent variables, and the standard errors are not inflated by linear correlations among predictors.

The regression analysis confirms that all five factors Economic Benefit, Social Benefit, Cultural Benefit, Environmental Concern, and Community Engagement significantly and positively contribute to the development of festival tourism in Myanmar. Among these, Community Engagement and Economic Benefits stand out as the most influential factors, highlighting the significant roles of local participation and the local economy in successful festival tourism development.

CHAPTER V

CONCLUSION

This chapter concludes the thesis by presenting three essential components: a summary of key findings and discussion, practical recommendations based on the results, and suggestions for future research. The aim is to explore and enhance understanding of festival tourism development in Myanmar, with a specific focus on the Atā Thingyan Festival, recently recognized by UNESCO as an Intangible Cultural Heritage.

5.1 Findings and Discussions

This study identifies the factors influencing festival tourism development in Myanmar, particularly from the perspective of Generation Z, who are considered future leaders and stakeholders in national development. A total of 385 respondents were surveyed from Yangon University, comprising 293 female and 92 male students. Most respondents were aged between 22 and 25 years and were in their final year of study, indicating a group that is both mature and increasingly engaged with economic and cultural issues.

The overall mean values of respondents' perceptions highlight the significance of various factors related to the Thingyan Festival. Social Benefits received the highest recognition, suggesting that the festival is widely valued for enhancing community relationships and fostering unity. Community Engagement was also rated highly, indicating strong local involvement and participation. Cultural Benefits were similarly valued by respondents, acknowledging the festival's role in promoting and preserving Myanmar's cultural heritage. Environmental Concern was also emphasized, reflecting an awareness of the need for sustainability during the celebrations. Economic Benefits indicate a generally positive perception of the festival's contribution to the local economy.

The study employed regression analysis to examine the influence of five independent variables of economic benefits, social benefits, cultural benefits, environmental concern, and community engagement on the dependent variable, festival tourism development.

Regression analysis shows that economic benefits has a statistically significant and positive effect on festival tourism development. Festival tourism, particularly during Thingyan, contributes significantly to local economies through increased spending by visitors. The hospitality industry, likes hotels, restaurants, and transportation services, reported heightened activity and revenue during the Thingyan period. Additionally, entertainment sectors such as ticketed sales and performance events see major boosts in sales. These findings confirm that Thingyan generates substantial income opportunities and supports local businesses, reinforcing the importance of festivals in promoting regional economic growth.

The social and cultural benefits of the Thingyan Festival of regression analysis confirmed its strong influence on tourism development. The festival actively promotes Myanmar's cultural identity through traditional performances, music, costumes, and rituals. These expressions of cultural heritage not only attract international tourists but also instill pride among local participants. The study reinforces the idea that cultural preservation is a key motivator in festival participation and supports long-term cultural sustainability. As Thingyan has now been listed by UNESCO, it holds both national and international significance for cultural tourism.

The variable of environmental concern also showed a statistically significant influence on festival tourism development. Generation Z respondents expressed a high level of awareness about environmental issues associated with large-scale festivals like Thingyan. There is strong support for the adoption of eco-friendly practices during the festival, such as reducing water consumption and minimizing plastic use. Respondents believe that government authorities should implement environmental regulations and raise public awareness. This reflects a growing consciousness among young people about the role of environmental conservation in sustainable tourism.

Community engagement was positively correlated with festival tourism development, as shown in the regression analysis. Respondents highlighted the importance of involving local communities in the planning, organization, and implementation of festivals. This enhances authenticity, promotes inclusivity, and ensures that the benefits of festival tourism are equitably distributed.

The findings of this study explore that economic benefits, social benefits, cultural benefits, environmental concern, and community engagement significantly contribute to the development of festival tourism. The results highlight the value

Generation Z places on preserving cultural heritage, supporting the economy, protecting the environment, and fostering community participation that support the long-term success of festival tourism in Myanmar.

5.2 Suggestions and Recommendations

The findings from this study, several recommendations can be proposed to support the sustainable development of festival tourism in Myanmar. Firstly, inclusive community participation should be emphasized across all stages of festival planning, implementation, and evaluation. Local residents, government and businessman were play a significant role in maintaining the authenticity of traditional events. Their involvement ensures cultural continuity and promotes a sense of ownership with the shared responsibility within the community. Local businesses, especially small and medium enterprises, should be supported and encouraged to actively participate in festival-related activities. During large-scale events like Thingyan, small vendors, artisans, and service providers contribute significantly to the festival economy. Providing these businesses with access to training, financial resources, and promotional platforms can help improve their capacity and increase their economic benefits during festival seasons.

Promoting the social value of festivals is equally important. Festivals serve as meaningful occasions for community cohesion, encouraging intergenerational interactions and social bonds. Public education programs can highlight how festivals contribute to unity, empathy, and national pride. Organizing inclusive and accessible activities that allow people of all ages and backgrounds to participate will further enrich the social fabric of Myanmar society.

Preserving Myanmar's cultural heritage should primary focus of festival tourism development. Collaborations among government bodies, cultural organizations, and academic institutions are necessary to maintain the authenticity of traditional practices showcased during festivals and ensure their transmission to future generations. Thingyan and other significant festivals can serve as platforms for intergenerational cultural exchange, helping younger generations understand and appreciate their national heritage.

In addition, environmental sustainability must be integrated into festival planning and practice. This includes adopting eco-friendly approaches such as minimizing water consumption, reducing plastic usage, and ensuring proper waste

disposal during festivals. Public education campaigns should be conducted to raise awareness about the importance of environmental conservation. Furthermore, government agencies and private stakeholders should jointly implement policies to regulate and monitor the environmental concerns of large-scale festivals.

Altogether, these recommendations highlight the importance of a holistic approach to festival tourism development by aligning economic, cultural, environmental, and social goals. The stakeholders can ensure that Myanmar's traditional festivals continue to thrive and contribute to national development sustainably and inclusively.

5.3 Needs for Future Research

This study primarily focused on university students from Yangon University as representatives of Generation Z. Future research could expand to include broader demographic groups, such as rural communities, tourists, business owners, and cultural leaders. Additionally, comparative studies between different festivals in Myanmar could offer insights into regional variations in festival tourism effects. Longitudinal studies may also help assess how attitudes evolve, especially as Myanmar integrates further into global cultural and tourism networks. Lastly, future researchers may consider using mixed-method approaches that combine in-depth interviews and participant observation with quantitative tools. This would enhance the understanding of cultural dynamics and deepen insights into community engagement, environmental awareness, and tourism behavior. It has highlighted how festivals such as Atā Thingyan hold vast potential to contribute to sustainable tourism development in Myanmar. With appropriate strategies, stakeholder collaboration, and youth engagement, festival tourism can become a dynamic force for national development.

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APPENDIX

Survey Questions

Dear participants,

This questionnaire is designed for the Master of Hotel and Tourism Management subject research purposes and consists of eight parts. Your participation is voluntary, and all responses were remain confidential and used only for academic analysis. Please answer honestly and thoroughly. Thank you for your valuable time and cooperation.

Part 1: Demographic Information

- 1 Gender Male (ဣား)
 Female (မ)
- 2 Age (Year) Less than 18 (ဝရ်နှစ်အောက်)
 18 ~ 21 (ဝရ်နှစ် ၂၁ နှစ် ကြား)
 22 ~ 25 (၂၂ နှစ် ၂၅ နှစ် ကြား)
- 3 Education first year-3rd Year (ပထမနှစ်-တတိယနှစ်)
 Final Year (နောက်ဆုံးနှစ်)
 Bachelor (ဝွဲရ)
 Master (မဟာ ဝွဲရ)
 Other (အခြား)

၄ In which township do you currently live?

လက်ရှိ နေထိုင်သည့်နေရာ

- Kamaryut (ကမာရိတ်)
 Sanchaung (စန်ချောင်း)
 Hlaing (ဟိုလင်း)
 Other city/town (အခြား) _____

Part 2: Economic benefits						
<p>The following questions tap into your perception about the Economic benefits variables . [1= strongly not agree , 2 = not agree , 3 = neutral , 4 = agree , 5 = strongly agree] base on how you feel about the statement.</p>						
<p>[၁ = လုံးဝ သဘောမတူပါ ။ , ၂ = သဘောမတူပါ ။ , ၃ = ကြားနေပါ , ၄ = သဘောတူပါတယ် , ၅ = အရမ်း သဘောတူပါတယ်။]</p> <p>မိမိ အမှတ်ပေးလို သည့် အကွက် တွင် အမှန် ခြစ် ပါ။</p>						
Economic benefits		1	2	3	4	5
1	Thingyan Festival increases the number of jobs for people. သင်္ကြန်ပွဲတော် သည် အလုပ်အကိုင် အခွင့်အလမ်းများကို ဖန်တီးပေးပြီး အလုပ်အခွင့်အလမ်း များပိုမို များပြား စေပါသည်။					
2	Thingyan Festival increases revenue for local economic benefits from visitor spending သင်္ကြန်ပွဲတော် တွင်း ငွေကြေး သုံးစွဲခြင်းများတိုးမြှင့်လာသဖြင့် ဒေသခံ များအတွက် စီးပွားရေးအကျိုးအမြတ်များပိုမို ရရှိစေပါသည်။					
3	Thingyan Festival increases sales for Thingyan-related businesses such as ticket sales, entertainment, and advertising. သင်္ကြန်ပွဲတော်သည် သင်္ကြန်နှင့် ဆက်စပ်သော ရောင်းအားများ မြှင့်တက် စေပါသည်။ ဥပမာ- ဝင်ကြေး, ဖျော်ဖြေရေးလုပ်ငန်း, ကြော်ငြာလုပ်ငန်းများ					
4	Thingyan Festival increases sales for tourism-related businesses such as restaurants, transportation, and travel agencies. သင်္ကြန်ပွဲတော်သည် ခရီးသွားလုပ်ငန်းနှင့် ဆက်စပ်သော ရောင်းအားများ မြှင့်တက်စေပါသည်။ ဥပမာ- စားသောက်ဆိုင်, သယ်ယူပို့ဆောင်ရေး, ခရီးသွားလုပ်ငန်းများ					
5	Thingyan Festival encourages the local development of new services. သင်္ကြန်ပွဲတော်သည် ဒေသဆိုင်ရာ ဝန်ဆောင်မှုအသစ်များ ဖွံ့ဖြိုးတိုးတက် လာရေးကို အားပေးသည်။					
6	Thingyan Festival increases local sales. သင်္ကြန်ပွဲတော်တွင် ပြည်တွင်းစီးပွားရေးလုပ်ငန်းများ(ဈေးသည်များ) ၏ရောင်းအားတိုးပါသည်။					
7	Thingyan Festival increases new investment opportunities. သင်္ကြန်ပွဲတော်တွင် ရင်းနှီးမြုပ်နှံမှု အခွင့်အလမ်းများကို တိုးပွားစေပါသည်။					

Part 3: Social benefits										
The following questions tap into your perception about the Social benefits variables . [1= strongly not agree , 2 = not agree , 3 = neutral , 4 = agree , 5 = strongly agree] base on how you feel about the statement.										
[၁ = လုံးဝ သဘောမတူပါ။ ။ , ၂ = သဘောမတူပါ။ ။ , ၃ = ကြားနေပါ , ၄ = သဘောတူပါတယ် , ၅ = အရမ်း သဘောတူပါတယ်။] မိမိ အမှတ်ပေးလို သည့် အကွက် တွင် အမှန် ခြစ် ပါ။										
Social benefits		1	2	3	4	5				
1	Thingyan Festival increases the connection between residents and visitors. သင်္ကြန်ပွဲတော်သည် ဒေသခံများနှင့် ခရီးသွားများကြား ချိတ်ဆက်မှုကို တိုးပွားစေသည်။									
2	Thingyan Festival brings people together to celebrate for community spirit သင်္ကြန်ပွဲတော်သည် လူထု ကြားစည်းကားသိုက်မြိုက်စွာကျင်းပ သော အမျိုးသားပွဲတော် ဖြစ်သည်။									
3	Thingyan Festival offers family-based recreational activities. သင်္ကြန်ပွဲတော်သည် မိသားစုအား အတူတကွ အပန်းဖြေနိုင်သည့် အခွင့်အလမ်းများကို ပေးဆောင်သည်။									
4	Thingyan Festival builds an emotional connection among the community. သင်္ကြန်ပွဲတော်သည် အတူတကွ ခံစားနားလည် အပန်းဖြေနိုင် အောင်ဖန်တီးပေးပါသည်။									
5	Thingyan Festival brings sharing sense of joy သင်္ကြန်ပွဲတော်သည် လူတန်းစားအားလုံး အတူတကွ ပါဝင် ပျော်ရွှင်နိုင် သော အခွင့်အလမ်းများကို ပေးဆောင်သည်။									
6	Thingyan Festival enhances the community image with outsiders. သင်္ကြန်ပွဲတော်သည် ပြင်ပလူများနှင့် လူမှုအသိုင်းအဝိုင်း၏ ပုံရိပ်ကို မြှင့်တင်ပေးသည်။									
7	Education and engagement during Thinyan festivals help people understand more about local culture. သင်္ကြန်ပွဲတော်အတွင်း ထိတွေ့ဆက်ဆံမှုသည် ဒေသခံယဉ်ကျေးမှု အကြောင်း ပိုမိုနားလည်ရန် ကူညီပေးသည်။									

Part 4: Cultural benefits								
<p>The following questions tap into your perception about the Social benefits variables. [1= strongly not agree , 2 = not agree , 3 = neutral , 4 = agree , 5 = strongly agree] base on how you feel about the statement.</p>								
<p>[၁ = လုံးဝ သဘောမတူပါ။ ။ , ၂ = သဘောမတူပါ။ ။ , ၃ = ကြားနေပါ , ၄ = သဘောတူပါတယ် , ၅ = အရမ်း သဘောတူပါတယ်။]</p> <p>မိမိ အမှတ်ပေးလို သည့် အကွက် တွင် အမှန် ခြစ် ပါ။</p>								
Cultural benefits		1	2	3	4	5		
1	Thingyan Festival encourage the local community to participate in various cultural activities. ဒေသခံ လူထုအား မြန်မာ့ယဉ်ကျေးမှု များတွင်ပါဝင်လာအောင်တွန်းအားပေးသည်							
2	Thingyan Festival promote understanding and exchange of cultures. သင်္ကြန်ပွဲတော်သည် မြန်မာ့ယဉ်ကျေးမှု ကို နားလည်ပြီး ပိုမို စိတ်ဝင်စားအောင်ဖန်တီးပေးသည်။							
3	Thingyan Festival positive effect on the Myanmar cultural identity သင်္ကြန်ပွဲတော်သည် ဒေသခံလူထုအား အမျိုးမျိုးသော ယဉ်ကျေးမှုဆိုင်ရာ လှုပ်ရှားမှုများတွင် ပါဝင် နိုင် စေပါသည်။							
4	Thingyan Festival brings many valuable cultural experiences for local and international tourists. သင်္ကြန်ပွဲတော်သည် အဖိုးတန်သော အတွေ့အကြုံများစွာကို ယူဆောင်လာပါသည်။							
5	Thingyan Festival promote Myanmar cultural identity သင်္ကြန်ပွဲတော် သည် မြန်မာ့ ယဉ်ကျေးမှု ပြယုတ် အဖြစ်ပြသရန် အခွင့်အလမ်းကောင်း တခု ဖြစ်သည်							
6	Thingyan Festival bring people together and making them proud of their culture သင်္ကြန်ပွဲတော် သည် လူအများစုပေါင်းပျော်ရွှင်စွာ ပါဝင်ပြီး ၎င်းတို့၏ ယဉ်ကျေးမှုကို ဂုဏ်ယူစေသည်။							
7	Thingyan Festival helps preserve cultural heritage သင်္ကြန်ပွဲတော် သည် ယဉ်ကျေးမှု အမွေအနှစ်များကို ထိန်းသိမ်းရန် အထောက်အကူပြုသည်							

Part 5: Environmental Concern						
The following questions tap into your perception about the Environmental Concern variables . [1= strongly not agree , 2 = not agree , 3 = neutral , 4 = agree , 5 = strongly agree] base on how you feel about the statement.						
[၁ = လုံးဝ သဘောမတူပါ။ ။ , ၂ = သဘောမတူပါ။ ။ , ၃ = ကြားနေပါ , ၄ = သဘောတူပါတယ် , ၅ = အရမ်း သဘောတူပါတယ်။] မိမိ အမှတ်ပေးလို သည့် အကွက် တွင် အမှန် ခြစ် ပါ။						
Environmental Concern		1	2	3	4	5
1	I am concerned about the negative environmental affects of Thingyan Festival ခရီးသွားလုပ်ငန်းရဲ့ သက်ရောက်မှုကြောင့် သဘာဝပတ်ဝန်းကျင် ထိခိုက်မှုတွေအတွက် စိုးရိမ်မိပါတယ်။					
2	I believe tourism should be developed in an environmentally sustainable way. ခရီးသွားလုပ်ငန်းကို သဘာဝပတ်ဝန်းကျင်နဲ့ ရှည်တည်တံ့ခိုင်မြဲအောင် ဖွံ့ဖြိုးတိုးတက်အောင် လုပ်ဆောင်သင့်တယ်လို့ ယုံကြည်ပါတယ်။					
3	I am willing to support eco-friendly tourism practices in my community. ကျွန်ုပ်တို့ ကျွန်ုပ်တို့၏အသိုင်းအဝိုင်းအတွင်း ဂေဟစနစ်သဟဇာတ ဖြစ်သော ခရီးသွားအလေ့အကျင့်များကို ပံ့ပိုးကူညီရန် ဆန္ဒရှိပါသည်။					
4	Environmental protection should be a priority in all Thingyan festival tourism activities. သင်္ကြန်ပွဲတော်တွင်းခရီးသွားလုပ်ငန်းအားလုံးတွင် သဘာဝပတ်ဝန်းကျင် ထိန်းသိမ်းရေးကို ဦးစားပေးလုပ်ဆောင်သင့်သည်။					
5	I believe that educating tourists about local environmental issues is important. ခရီးသွားတွေကို ဒေသတွင်း သဘာဝပတ်ဝန်းကျင်ဆိုင်ရာ အသိပညာ ပေး ဖို့ အရေးကြီးတယ်လို့ ယုံကြည်ပါတယ်။					
6	I think the government should implement stricter regulations to protect the environment from tourism-related damage. ခရီးသွားလုပ်ငန်းနဲ့ ဆက်နွှယ်တဲ့ သဘာဝပတ်ဝန်းကျင် ထိခိုက်မှုကနေ ကာကွယ် ဖို့ အစိုးရအနေနဲ့ တင်းကျပ်တဲ့ စည်းမျဉ်းတွေကို အကောင်အထည် ဖော် သင့် တယ်လို့ ထင်ပါတယ်။					
7	Environmental Conservation is very important concern for the Thingyan Festival သင်္ကြန်ပွဲတော်အတွက် သဘာဝပတ်ဝန်းကျင် ထိန်းသိမ်းရေးသည် အလွန်အရေးကြီးပါသည်။					

Part 6: Community Engagement						
The following questions tap into your perception about the Community engagement variables . [1= strongly not agree , 2 = not agree , 3 = neutral , 4 = agree , 5 = strongly agree] base on how you feel about the statement.						
[၁ = လုံးဝ သဘောမတူပါ ။ , ၂ = သဘောမတူပါ ။ , ၃ = ကြားနေပါ , ၄ = သဘောတူပါတယ် , ၅ = အရမ်း သဘောတူပါတယ်။] မိမိ အမှတ်ပေးလို သည့် အကွက် တွင် အမှန် ခြစ် ပါ။						
Community engagement		1	2	3	4	5
1	Thingyan Festival tourism helps in community building. သင်္ကြန်ပွဲတော်မှာ ခရီးသွားလုပ်ငန်းက ရပ်ရွာတည်ဆောက်ရေးမှာ အထောက်အကူဖြစ်စေပါတယ်။					
2	Thingyan Festival tourism enhances cohesion and participation local community. သင်္ကြန်ပွဲတော် သည် ရပ်ရွာအတွင်း စည်းလုံးညီညွတ်မှု နှင့် ပူးပေါင်းပါဝင်မှုကို မြှင့်တင်ပေးသည်။					
3	Thingyan Festival tourism increases local influence in the community. သင်္ကြန်ပွဲတော် ခရီးသွားလုပ်ငန်းသည် ရပ်ရွာဒေသခံများ အကြောင်း ပိုမိုသိရှိ စေသည်။					
4	Local people actively involvement in Thingyan Festival သင်္ကြန်ပွဲတော်တွင် ဒေသခံပြည်သူများ တက်ကြွစွာ ပါဝင်ဆင်နွှဲကြသည်					
5	Thingyan Festival enhance community images. သင်္ကြန်ပွဲတော် သည် ရပ်ရွာဒေသ ပုံရိပ် ကို ပိုမို မြှင့်တင် ပေးပါသည်။					
6	Local business and government authorities actively involvement in Thingyan Festival သင်္ကြန်ပွဲတော်တွင် ပြည်တွင်းစီးပွားရေးလုပ်ငန်းများသာမက ပဲ အစိုးရ အာဏာပိုင်များက ပါ တက်ကြွစွာ ပါဝင်ဆင်နွှဲပါသည်။					
7	social gathering activity means community engagement creates identity, heritage and pride by participating in various activities of Thingyan Festival အမျိုးမျိုးသော ပွဲတော်လှုပ်ရှားမှုများတွင် ပါဝင်ခြင်းဖြင့် ရပ်ရွာ၏ အထောက် အထား၊ အမွေ အနှစ်များနှင့် ဂုဏ်ယူမှုကို ဖန်တီးပေးသည်။					

Part 7: Festival Tourism Development					
<p>The following questions tap into your perception about the Festival tourism development variables . [1 = strongly not agree , 2 = not agree , 3 = neutral , 4 = agree , 5 = strongly agree] base on how you feel about the statement.</p>					
<p>[၁ = လုံးဝ သဘောမတူပါ ။ , ၂ = သဘောမတူပါ ။ , ၃ = ကြားနေပါ , ၄ = သဘောတူပါတယ် , ၅ = အရမ်း သဘောတူပါတယ်။] မိမိ အမှတ်ပေးလို သည့် အကွက် တွင် အမှန် ဖြစ် ပါ။</p>					
Festival tourism development	1	2	3	4	5
1 I believe the festival is attraction for tourist to come ဒီပွဲတော်ဟာ ခရီးသွားဧည့်သည်တွေကို ဆွဲဆောင်မှုရှိတယ်လို့ ယုံကြည်ပါတယ်။					
2 I believe that festival tourism activities positively affect quality and employment ပွဲတော် ခရီးသွား လှုပ်ရှားမှုများသည် အရည်အသွေးနှင့် အလုပ်အကိုင် များ ကို ဖန်တီးသည့် အပြုသဘောဆောင်သည်ဟု ယုံကြည်ပါသည်။					
3 I believe this festival is beneficial for the people of Myanmar in promoting festival tourism. ပွဲတော် ခရီးသွား လုပ်ငန်း ဖွံ့ဖြိုးတားဟာ မြန်မာပြည်သူပြည်သား တွေ အတွက် အကျိုးရှိမယ်လို့ ယုံကြည်ပါတယ်။					
4 I think this festival is critically important for festival tourism development သင်္ကြန်ပွဲတော်ဟာ ခရီးသွားလုပ်ငန်း ဖွံ့ဖြိုးတိုးတက်မှုအတွက် အလွန်အရေးကြီးတယ်လို့ ထင်ပါတယ်။					
5 I believe that Thingyan festival tourism helps promote Myanmar as a cultural and tourist destination. သင်္ကြန်ပွဲတော်မှာ ခရီးသွားလုပ်ငန်းက မြန်မာနိုင်ငံကို ယဉ်ကျေးမှုနဲ့ ခရီးသွားနေရာတစ်ခုအနေနဲ့ မြှင့်တင်ပေးနိုင်မယ်လို့ ယုံကြည်ပါတယ်။					
6 Listed by UNESCO intangible cultural heritage, the event shows its unique cultural heritage and promotes festival tourism development UNESCO အသိအမှတ်ပြုခံရခြင်းဟာ သင်္ကြန်ပွဲတော် ၏ အနှစ်သာရ တန်ဖိုးကို တိုးတက် စေပြီး ပွဲတော် ခရီးသွားဖွံ့ဖြိုးတိုးတက်ဖို့အတွက် အထောက်အကူ ပေးပါတယ်					
7 Achieving a balance among environmental, economic, cultural, and social benefits, along with community engagement, will promote a sustainable approach to festival tourism development. ပွဲတော်ခရီးသွားလုပ်ငန်း ဖွံ့ဖြိုးတိုးတက်ရေးအတွက် သဘာဝပတ်ဝန်းကျင်၊ စီးပွားရေး၊ ယဉ်ကျေးမှုနှင့် လူမှုရေးအကျိုးခံစားခွင့်များအကြား ဟန်ချက်ညီညီ လုပ်ဆောင်ခြင်းသည် ရေရှည်တည်တံ့သော ချဉ်းကပ်မှုကို မြှင့်တင်ပေးမည် ဖြစ်ပါသည်။					

Demographic Profile of Respond

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	92	23.9	23.9	23.9
	female	293	76.1	76.1	100.0
	Total	385	100.0	100.0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 18	6	1.6	1.6	1.6
	18-21	129	33.5	33.5	35.1
	22-25	250	64.9	64.9	100.0
	Total	385	100.0	100.0	

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First Year - 3rd Year	103	26.8	26.8	26.8
	Final Year	123	31.9	31.9	58.7
	Bachelor	93	24.2	24.2	82.9
	Master	37	9.6	9.6	92.5
	Others	29	7.5	7.5	100.0
	Total	385	100.0	100.0	

Township					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kamaryut	38	9.9	9.9	9.9
	Sanchaung	11	2.9	2.9	12.7
	Hlaing	38	9.9	9.9	22.6
	Others	298	77.4	77.4	100.0
	Total	385	100.0	100.0	

Economic Benefits

Reliability Statistics

Cronbach's Alpha	N of Items
.821	7

Descriptive Statistics			
	N	Mean	Std. Deviation
Thingyan Festival increases the number of jobs for people.	385	3.51	.984
Thingyan Festival increases revenue for local economic benefits from visitor spending	385	3.98	.827
Thingyan Festival increases sales for Thingyan-related businesses such as ticket sales, entertainment, and advertising.	385	4.27	.761
Thingyan Festival increases sales for tourism-related businesses such as restaurants, transportation, and travel agencies.	385	4.22	.781
Thingyan Festival encourages the local development of new services.	385	3.76	.914
Thingyan Festival increases local sales.	385	4.16	.766
Thingyan Festival increases new investment opportunities.	385	3.59	.986
Valid N (listwise)	385		

Social Benefits

Reliability Statistics

Cronbach's Alpha	N of Items
.777	7

Descriptive Statistics			
	N	Mean	Std. Deviation
Thingyan Festival increases the connection between residents and visitors.	385	4.50	.555
Thingyan Festival brings people together to celebrate for community spirit	385	4.63	.500
Thingyan Festival offers family-based recreational activities.	385	4.40	.583
Thingyan Festival builds an emotional connection among the community.	385	4.48	.573
Thingyan Festival brings sharing sense of joy	385	4.60	.565
Thingyan Festival enhances the community image with outsiders.	385	4.35	.597
Education and engagement during Thingyan festivals help people understand more about local culture.	385	4.36	.503
Valid N (listwise)	385		

Cultural Benefits

Reliability Statistics

Cronbach's Alpha	N of Items
.855	7

Descriptive Statistics			
	N	Mean	Std. Deviation
Thingyan Festival encourage the local community to participate in various cultural activities.	385	4.26	.635
Thingyan Festival promote understanding and exchange of cultures.	385	4.34	.690
Thingyan Festival positive effect on the Myanmar cultural identity	385	4.21	.719
Thingyan Festival brings many valuable cultural experiences for local and international tourists.	385	4.27	.718
Thingyan Festival promote Myanmar cultural identity	385	4.57	.666
Thingyan Festival brining people together and making them proud of their culture	385	4.38	.701
Thingyan Festival helps preserve cultural heritage	385	4.52	.650
Valid N (listwise)	385		

Environmental Concern

Reliability Statistics

Cronbach's Alpha	N of Items
.726	7

Descriptive Statistics			
	N	Mean	Std. Deviation
I am concerned about the negative environmental s of Thingyan Festival	385	3.53	1.031
I believe the Thingyan Festival can contribute to environmental sustainability, especially due to its recognition as a UNESCO Intangible Cultural Heritage.	385	4.24	.784
I am willing to support eco-friendly Thingyan Festival in my community.	385	4.28	.637
I believe the environmental protection an important part of tourism activities during the Thingyan Festival.	385	4.28	.687
I believe that educating tourists about local environmental issues is important in Thingyan Festival.	385	4.08	.798
I think the government should implement stricter regulations to protect the environment from Thingyan Festival-related damage.	385	4.12	.760
Environmental Conservation is very important concern for the Thingyan Festival	385	4.22	.773
Valid N (listwise)	385		

Community Engagement

Reliability Statistics

Cronbach's Alpha	N of Items
.805	7

Descriptive Statistics			
	N	Mean	Std. Deviation
Thingyan Festival plays a vital role in strengthening community engagement and unity.	385	3.92	.785
Thingyan Festival tourism enhances social cohesion and encourage active participation within the local community.	385	4.17	.672
Thingyan Festival increases local influence by empowering residents to take part in cultural expression.	385	4.09	.775
Local people actively participate in Thingyan Festival activities, strengthening community bonds and engagement.	385	4.37	.677
The Thingyan Festival enhances the community image through active local involvement and cultural expression.	385	4.06	.765
Local business and government authorities are actively involved in Thingyan Festival, contributing to strong community engagement.	385	4.07	.887
Social gathering activities during the Thingyan Festival promote community engagement by fostering a shared sense of identity, cultural heritage and and local pride.	385	4.33	.672
Valid N (listwise)	385		

Festival Tourism Development

Reliability Statistics

Cronbach's Alpha	N of Items
.811	7

Descriptive Statistics			
	N	Mean	Std. Deviation
I believe the Thingyan Festival contribute significantly to the growth of festival tourism by attracting both domestic and international tourists.	385	4.51	.658
I believe that Thingyan Festival tourism activities positively affect quality and employment	385	4.08	.785
I believe this Thingyan Festival is beneficial for the people of Myanmar in promoting festival tourism.	385	4.37	.604
I believe the Thingyan Festival plays a crucial role in the development of festival tourism.	385	4.18	.844
I believe that Thingyan Festival plays a key role in promoting Myanmar as a cultural and tourist destination.	385	4.26	.732
Listed by UNESCO intangible cultural heritage, the event shows its unique cultural heritage and promotes festival tourism development	385	4.39	.696
Benefits gain from Thingyan Festival can contribute to festival tourism development.	385	4.27	.726
Valid N (listwise)	385		

Regression

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.698 ^a	.488	.481	.35699	1.694
a. Predictors: (Constant), MeanCommunityEng, MeanEcoBenefit, MeanSocialBenefits, MeanEnvironConcern, MeanCulturalBenefits					
b. Dependent Variable: MeanFestivalTourismDevp					

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.015	5	9.203	72.215	.000 ^b
	Residual	48.299	379	.127		
	Total	94.314	384			
a. Dependent Variable: MeanFestivalTourismDevp						
b. Predictors: (Constant), MeanCommunityEng, MeanEcoBenefits, MeanSocialBenefits, MeanEnvironConcern, MeanCulturalBenefits						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.417	.259		1.614	.007		
	MeanEcoBenefits	.181	.036	.219	5.064	.000	.720	1.389
	MeanSocialBenefits	.150	.067	.101	2.232	.026	.661	1.513
	MeanCulturalBenefits	.118	.052	.111	2.257	.025	.560	1.786
	MeanEnvironConcern	.146	.046	.144	3.161	.002	.655	1.528
	MeanCommunityEng	.334	.047	.343	7.135	.000	.585	1.710
a. Dependent Variable: MeanFestivalTourismDevp								

Collinearity Diagnostics ^a									
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	MeanEco Benefits	MeanSocial Benefits	MeanCulturalBenefits	MeanEnvironmentConcern	MeanCommunityEng
1	1	5.962	1.000	.00	.00	.00	.00	.00	.00
	2	.014	20.308	.02	.90	.01	.01	.00	.04
	3	.008	26.800	.19	.02	.07	.00	.24	.31
	4	.008	27.910	.02	.05	.00	.02	.71	.36
	5	.005	33.845	.07	.00	.01	.92	.01	.25
	6	.002	49.307	.70	.02	.91	.04	.04	.05

a. Dependent Variable: MeanFestivalTourismDevp

