YANGON UNIVERSITY OF ECONOMICS

MASTER OF DEVELOPMENT STUDIES PROGRAMME

**A STUDY ON THE POTENTIALITY OF SUSTAINABLE ECOTOURISM IN TANINTHARYI REGION
(A CASE STUDY OF DAWEI & MYEIK)**

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EMDevS – 48 (15th Batch)

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A STUDY ON THE POTENTIALITY OF SUSTAINABLE ECOTOURISM IN TANINTHARYI REGION

(CASE STUDY OF DAWEI AND MYEIK)

A Thesis submitted as a partial fulfillment towards the requirement for the Master Degree of Development Studies (EMDevS)

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This is to certify that this thesis entitled "A STUDY ON THE POTENTIALITY OF SUSTAINABLE ECOTOURISM IN TANINTHARYI REGION (CASE STUDY OF DAWEI AND MYEIK)", submitted as a partial fulfillment towards the requirement for the Master Degree of Development Studies has been accepted by the Board of Examiners.

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ABSTRACT

Tanintharyi Region is existed with islands including the Mergui Archipelago, which is one of the country's most popular tourist destinations, comprising more than 800 attractive islands for the ecotourism. This paper emphasizes and evaluates on the potentiality of sustainable ecotourism in the region. The objective of the study is to examine whether sustainable development of Ecotourism at Tanintharyi region is possible or not. To meet this objective, to identify the current status of Ecotourism at Tanintharyi region, to know the perceptions of local residents on impacts of Ecotourism and to know the awareness of domestic tourists and international tourists. The research was conducted with three groups of survey questionnaires: one for local residents with 150 sample sizes, international and domestic tourist with 50 sample size each. The research is done on both quantitative and qualitative analysis. The tourists come Tanintharyi region more because of being able to obtain arrival visa at border entrance in three border cities of the region. Starting from 2014, ownership of hotels and guesthouses from private sector were increased gradually. The number of rooms owned by the private sector increased year by year. The region attracts both local visitors and foreign tourists especially with its unspoiled coral islands and beaches. Ecotourism is mainly playing a big role for the tourism development of the region which will help the regional economic development. Since ecotourism performs an important role, concerning the awareness of conservation of nature and environment becomes essential.

ACKNOWLEDGEMENTS

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List of Abbreviations

GDP   Gross Domestic Product

GOM   Government of Myanmar

MTF   Myanmar Tourism Federation

UNWTO   United Nations World Tourism Organization

TIES   The International Ecotourism Society

UNESCO   United Nation Education, Science and Culture Organization

IUCN   International Union for the Conservation of Nature

WCED   World Commission on Environment and Development

MOHT   Ministry of Hotels and Tourism

ITC   International Trade Centre

NTF   Netherlands Trust Fund

SEZ   Special Economic Zone

CBT   Community Base Tourism

CEIC   Census and Economic Information Center

CHAPTER 1

INTRODUCTION

1.1 Rationale of the study

Tourism represents a major sector of the global economy and considered to be an effective driver of economic growth and development in destination areas. There are different kinds of tourism such as Cultural Tourism, Nature Tourism, Religious Tourism, Adventure Tourism, Medical or Health Tourism, Pleasure Tourism, Sports Tourism. Tourism is about people and landscapes, the locations which one group of people leave, visit and pass through, the other groups who make their trips possible and those groups they meet along the way. Tourism may be taken into account as the relationships and phenomena emerging from the voyages and temporary stays of people traveling mainly for leisure and recreational objectives. It is prone to continue developing in the future because more people seek opportunities for leisure and recreation away from their surroundings. Tourism provides economic and social benefits but it is also a threat to sustainable growth and development.

"Myanmar is the last of the truly magical destinations of the orient", Philip Shenon wrote in the New York Times. Since 1992, Myanmar government has encouraged tourism. Tourism remains a growing sector of the Myanmar economy. According to World Travel & Tourism Council's 2017 report on Myanmar, total contribution of Tourism industry to GDP is 6.6% of the GDP and expected to grow double in 2027. And total contribution of Tourism industry to Employment is 1,662,000 jobs which is 5.7% of total employment.

Due to the income- and employment-generating opportunities it creates, tourism is a global industry with special economic significance to developing countries. Consequently, the Government of Myanmar (GOM) has prioritized tourism development in its Framework for Economic and Social Reforms. To help ensure that tourism growth delivers broad and equitable social, economic, and environmental benefits, GOM adopted the Myanmar Responsible Tourism Policy in 2012. The policy is also endorsed by the Myanmar Tourism Federation (MTF), and is highly acclaimed by both civil society and development partners. The vision for tourism in Myanmar, as set out in the Responsible Tourism Policy is "we intend to use tourism to make Myanmar a better place to live in—to provide more employment and greater business

opportunities for all our people, to contribute to the conservation of our natural and cultural heritage and to share with us our rich cultural diversity. We warmly welcome those who appreciate and enjoy our heritage, our way of life, and who travel with respect."

Myanmar is characterized by diverse ecosystems, rich biodiversity and a wealth of ethnic lifestyles and cultures. It is our responsibility to hand-over these gifts from nature, and the invaluable heritage of our ancestors, to our future generations. Protected areas are established to conserve these gifts, including snow-capped mountains, wetlands, distinct forest types, seascapes, coral reefs and their constituent biodiversity. They are also powerful economic drivers that contribute not only to ecosystems and biodiversity conservation, but also to the development of our local, sub-national and national economies. At the same time, protected areas are perfect destinations for ecotourism.

The rapid expansion of Myanmar's tourism sector presents special opportunities to promote ecotourism that focuses upon our protected areas with their rare wildlife, beautiful land and seascapes, and diverse ethnic lifestyles and cultures. As we progressively open these special areas for ecotourism activity it is most important to safeguard and protect their unique and valuable assets. As we do so, all of us must share responsibilities. We must work together to raise environmental and cultural awareness and respect, to minimize negative impacts, to deliver direct financial benefits for conservation and livelihood development, to empower local people, and to consistently strengthen and improve management systems that sustain these areas.

Growing extent tourism in particular due to the natural beauty of the archipelago and the Maungmagan beach near Dawei especially, Mergui Archipelago comprises with over 800 beautiful islands. Due to its virtual isolation, the islands and surrounding seas are alive with an amazing diversity of flora & fauna and very beautiful underwater scenes and marine life. Salone tribes (Sea Gipsy), the inhabited of the islands are well-known for their skillful diving. Maungmagan beach, Dawei Peninsula (jungle trekking, snorkeling), Dawei, Myeik, Kawthaung (Starting point for Myanmar-based cruises to Myeik), Lampi island, 115 island (Snorkeling, mini hiking and jungle trekking) Myauk Ni island, Horse Shoes island, etc. Ecotourism to the area is having the potential to bring a wide range of benefits to local communities. Additional / alternative sources of

income from guiding, homestays, and the sale of craft materials. Increased income in region from accommodation, food sales, etc. Multiplier effects through the purchase of local goods and services for tourists. The introduction of toilets and waste disposal for tourists would likely to lead to their adoption by local people with consequent improvements to local health. Increased attention by the government to the protection of natural resources on which local people depend for elements of their livelihood. Increased pride taken by local inhabitants in their culture and their surroundings.

1.2 Objective of the Study

The overall objective of the study is to examine whether sustainable development of Ecotourism at Tanintharyi region is possible or not. To meet this objective,

- to identify the current status of Ecotourism at Tanintharyi region,
- to know the perceptions of local residents on impacts of Ecotourism and
- to know the awareness of domestic tourists and international tourists.

1.3 Method of Study

The method of study is a descriptive method. The primary data and secondary data are used. The information, facts and figures of the secondary data are obtained from the relevant ministry and association such as the Ministry of Hotel and Tourism, publications, newspapers and internet websites. Primary data are collected from the result of interviews and survey questionnaire to domestic tourists, international tourists and local residents based on simple random sampling procedure.

1.4 Scope and Limitations of the Study

This study is mainly focused on the current status of ecotourism within Dawei and Myeik 2014 to 2018. Time constraint is considered and the study is conducted with selected survey to domestic tourists, international tourists, local residents from tourism related work, such as hotels, restaurants, travel agencies within Dawei and Myeik.

1.5 The Organization of the Study

This study is organized into five chapters. Following this introductory Chapter 1, Chapter 2 presents "Literature Review", Chapter 3 presents "The overview of

Myanmar Tourism and Ecotourism in Myanmar", Chapter 4 presents "Survey Analysis". This paper ends with Chapter 5 as conclusion, in which suggestions and findings are presented.

CHAPTER 2

LITERATURE REVIEW

Deriving from the trend of globalization and urbanization, tourism to the natural areas has become more popular during the recent years. To balance their busy city lives people crave for wildlife experiences in the natural environments and people living in these areas have acknowledged this need and turned their conventional source of livelihood such as fishing, farming and forestry into running tourism business (Buckley 2003).

This kind of radical change from agriculture into a multi-dimensional tourism industry possesses lot of challenges that may be difficult for rural communities to overcome if not operated and managed properly. Due to the lack of know-how, education and experience for tourism business, the communities in these remote natural regions are prone to exploitation of cultural and natural richness and in the worst case can lead to an uncontrolled tourism practice and eventually to destroy the original tourism product: the authentic culture and nature. To avoid this undesirable development many nature-based destinations have started to practice a style of tourism, which enhances learning and interaction with the local culture in a natural area respecting and conserving it applying sustainable principles. This practice is known as ecotourism, which is a widely discussed and controversial topic which some scholars highly support and others even deny its existence suggesting it being only a marketing tool for tourism enterprises. To uncover this issue, it is necessary to look at the definitions and earlier discussion on the topic. Bromberek (2009) notices that ecotourism has become a fashionable trend, which emphasizes a direct contact with the nature protecting and conserving it. In recent years the term of ecotourism has become widely visible in the tourism industry. The trend of ecotourism derives from the trend of the ideology of responsible, sustainable and ecological consuming concerning any kind of activity including tourism. It has been argued whether these ecological and sustainable values are only temporary trends or stable evolution in the tourism. This is an issue where scholars have not reached consensus upon and only time will tell how the future will be. The concept of ecotourism is complex and frequently it is mixed with

the concepts of nature-based, rural, adventure or other types of tourism. Though, many times ecotourism forms an amalgam with some of the mentioned types of tourism. Moreover, it is difficult to determine what lies in the essence of ecotourism: what kind of activities, people, management and environment are involved? (Weaver 2008). In the following chapters the history and definitions of scholars will be reviewed, continuing with the introduction of the profiles of 'soft' and 'hard' Eco tourists

2.1 History and Concept of Ecotourism

For better understanding the concept of ecotourism it is essential to review some of the definitions of different scholars, tourism operators and organizations. One may argue that there exist as many definitions as definers. Depending on the stakeholder some definitions emphasize more the natural aspect, others the educational and sociocultural issues but eventually it can be stated that most of them include the essential components to fulfill the concept of ecotourism. In the following paragraphs we will take a look at the history to see how ecotourism emerged and how it was defined in the early stage. Also, a comparison with the contemporary perceptions and situation will be made.

Ecotourism has existed as long as tourism has existed but Epler Wood (2002) suggest that the modern ecotourism's origins take place in Africa and Latin America where remote natural areas with rain forests, coral reefs and their endangered species became a hot subject for biologists and researchers in early 1980's. These places also were popular scenes for nature film documentaries so when the filmmakers and scientists arrived to these areas, small, local businesses started to prosper to provide accommodation and other services to these travelers. Later on, as the interest of birdwatchers and other nature travelers grew, more formal tourism establishments were launched in places like Costa Rica and Ecuador. However, even if ecotourism existed before the first time of mentioning the concept "ecotourism" can be traced back to the year 1983 when a Mexican Ecologist Hector Ceballos-Lascuraín defined ecotourism with the following words:

"Ecotourism involves travelling to relatively undisturbed natural areas with the specific object of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects found in these areas."

Ceballos-Lascuraín (Ecoclub 2006) continues that ecotourism entails scientific, aesthetic or philosophical approach even if an ecotourist is not required to be a professional scientist, artist or philosopher. Instead, the important point is that the ecotourist immerses him -or herself in the nature, enjoying the activities or attributes that is not possible to enjoy in urban existences. Eventually, this person will reach an awareness and knowledge of natural and cultural aspects that will transform him or her into a person enthusiastic about conservation issues.

Ceballos-Lascuráin's definition is said to be the first official on for ecotourism. He emphasizes the observation and studying of nature, animals and culture, whereas Valentine (Weaver 2004) also points out the management issue saying that ecotourism is ecologically sustainable nature-based tourism in relatively undisturbed natural areas, is non-damaging and non-degrading. Also, it contributes directly to the continued protection and management of protected area, and is subject to an adequate and appropriate management regime. In addition to the aspects of nature conservation and admiring Valentine highlights the issue of management of ecotourism, which many stakeholders agree should be generating value and revenue for the local community involving them in the tourism development in the area inhabited. Thus, if ecotourism is due to be applied properly, the local community must be involved in the planning and management process. As already mentioned in the list of sustainable tourism aims in chapter 2.5, the locals should have the control over the tourism in their area.

In opinion of Scace, Grifone & Usher (Weaver 2004) ecotourism contributes to conservation of the ecosystem while respecting the integrity of host communities. This is to say; the ecotourist should respect the local culture as it exists while trying to conserve the culture in its authentic outfit. One of the significant aspects Bromberek (2009) notes is that ecotourists are encouraged to get involved in primarily, if not exclusively, outdoor activities such as wilderness exploration, water sports, scenic trips or even soft pastimes such as photographic expeditions. This is not a coincidence since market research shows that ecotourists are especially interested in wildlife and pristine areas while educating the tourists about the value of healthy environment and nature's diversity (Epler Wood 2002). From this point of view, United Nations World Tourism Organization (UNWTO 2002) defines ecotourism as nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas. Similarly, The

International Ecotourism Society (TIES 2006) defines ecotourism as responsible travel to natural areas that protects the nature and creates welfare to local communities.

Other distinctive qualities of ecotourism are educational features, which specialized tour operators for small groups generally, but not exclusively, organize. Service provider partners at the destinations tend to be small locally owned businesses. Also, ecotourism minimizes negative impacts upon the natural and socio-cultural environment, supports the maintenance of natural areas that are used as ecotourism attractions by generating economic benefits for host communities. It helps the organizations and authorities to manage the natural areas with conservation purposes, providing alternative employment and income opportunities for local communities while increasing awareness towards the conservation of natural and cultural assets, both among locals and tourists. (UNWTO 2002).

Returning to the nature issue, in contrary to Valentin's and Ceballos-Lascuráin's perceptions Weaver (2004) suggest that ecotourism does not necessarily need to be based on purely natural or undisturbed area but it can be focused on observing a single element in a small scale ecosystem, for example, a certain species of flora or fauna. In this case ecotourism is mixed with wildlife tourism that involves animal or nature watching (Weaver 2004). According to Goodwin (Weaver), ecotourism is low-impact nature tourism contributing directly to the preservation of the flora and fauna or indirectly by generating revenue and value to the local community. To put an example of a direct contribution could be an activity of cultivating corn with a local family in rural area in Mexico. An example of indirect contribution would be supporting locally owned enterprise by staying at local guesthouse and consuming only locally produced food. Namely these are examples of activities generating benefit for the area and culture visited rather than the visitor and that is one of the main peculiarity in the nature of ecotourism – instead of taking advantage of the visited destination and being concerned only about the benefit of tourist, the fundamental basis of ecotourism lies in the idea of generating value and conserving the visited destination. Still, it is evident that the visitors receive the benefit in terms of education, knowledge or spiritual reward.

During this literature review it has become clear that some definitions emphasize more the natural component than cultural, some more preserving than

learning. Weaver (2004) provides an explanation to this phenomenon suggesting that depending on the observer people and cultures are sometimes incorporated to the ecosystem as part of the nature's fauna. For example, this applies with indigenous cultures, which have been living on nature's conditions for several centuries, and their existence is highly dependent on the surrounding environment. One could say that it is not only extremely difficult to make a distinction between cultural and natural components but also irrelevant because the distinction is made subjectively according to the context and the perception of the stakeholder.

In his criteria for ecotourism, Weaver (2004) also adopts a three-essential-component – scale of which first one is 'basis in nature'. This refers exactly to his statement of ecotourism existing in small –or big scale ecosystems, admiring the whole systems as such or concentrating on specific pieces of nature such as birds, mammals, trees or human culture. The second component is 'learning' which may occur in conscious or subconscious level of the visitor. Also, the learning can be 'deep' or 'shallow' depending on the commitment of the ecotourist – the soft ecotourist might be satisfied with the superficial presentation with basic information whereas a hard ecotourist wants to be immersed to the subject, to make connection with other local and global issues and in this way to gain a comprehensive learning experience (Weaver 2004). The profiles of soft and hard ecotourists are introduced in chapter 2.3 in more detail.

When it comes to learning about cultures, ecotourism fosters the cross-cultural learning and understanding between the visitor and the local culture. Usually the visitor has already a pre-experience about the destination which has been provided by guidebooks, online sources, word-of-mouth, literature and other resources which contributed to the decision of visiting a certain destination (Weaver 2004). In the process of cross-cultural learning there lies a risk for the host culture having an impact on the visitors' culture which may bias their authentic behavior and predispose them for false or imitative behavior only for entertaining or money making purposes. For example, in a small island named Janitzio in Mexico fishing is one main source of livelihood. Upon the arrival to the island the fishermen make a fishing show for the visitors arriving in a ferry, using the traditional tools and techniques to make it look natural but at the end they arrive asking money from the visitors and posing for photographing. In this case the learning does not happen naturally and its main purpose

is to entertain visitor and collect money from them. In ecotourism prerequisite of learning is that it happens in natural environment in the free will of the host culture without the pressure of entertaining or generating money on the tourists. Unfortunately, sometimes the host cultures become very clever to understand what tourists want to see and experience. Consequently, this may lead to behavior described above. What makes the matter more complex is that it is not always easy to separate authentic behavior from factitious.

Finally, after this discussion of authenticity we arrive to the third component, which is 'sustainability'. This component amplifies exactly the point of ecotourism to have a minimal impact on the nature and the host culture. Weaver (2004) divides sustainability into anthropocentric and biocentric approaches depending on context. He also points out the question of "sustainable to whom?" For example, in a case where local community living in a preserved rainforest decides to cut the virgin forest away from a new guesthouse, the decision benefits the culture and visitors but destroys the surrounding ecosystem (Weaver 2004). Consequently, depending on the condition of an ecotourism site he suggest enhancing status quo sustainability, referring to maintain the current situation and balance between the nature and human, and in endangered or imbalanced destination to apply enhancement sustainability, an approach where the nature is the main stakeholder. In these kinds of destination, the visitors are directly involved in afforestation projects and carbon offsetting in order to generate benefit for the nature (Weaver 2004). Controversially to Weaver's opinion, Bromberek (2009) suggests that sustainability is not about maintaining the status quo or reaching perfection. Apparently, he refers to the fact that in all the cases when tourism is practiced it has unsustainable impacts hence the whole term itself is inaccurate and more of an idea than an actual practice. Therefore, instead of sustainability he prefers to use a term of best practice. However, he admits that if ecotourism is practiced mindfully it is capable to reach an acceptable progress regarding natural resources, biodiversity, waste and emission processing. In his opinion ecotourism appears to be a value or philosophy -laden approach to tourism, aiming at environmental sustainability. In this regard, he encourages one to ask what is sustained (natural environment, culture, the activity itself) and how is it sustained at what costs and benefits and who is to benefit finally. (Bromberek 2009).

According to World Conservation Union (1996) ecotourism is travel to relatively undisturbed natural area in order to enjoy the nature and any accompanying cultural features that promotes conservation, has a low visitor impact and provides socio-economic benefit to local populations. (Epler Wood 2002). This definition addresses many of the points mentioned earlier in this chapter. However, it does not include the learning aspect, which Weaver emphasizes in his definitions.

One distinct difference between the contemporary and early days' ecotourism definitions is the emphasis on avoiding the usage of non-renewable resources like fossil fuels and to strive to maximize the revenues of tourism for the local businesses and communities. Whereas the earliest definitions are more about conserving the nature and the culture and learning, the modern definitions, without forgetting the basic principles, are broader in the sense of energy and waste management. It is evident that during the past years these problems have been also addressed by many other industries apart from tourism, which indicates the importance of these issues.

To sum up, Epler Wood (2002) identifies nine principles of ecotourism, which comprehend a vast range of important points that define the nature of ecotourism.

1. Minimize the negative impact on nature and culture of the destination.

2. Educate the tourist on importance of conservation.

3. Stress the importance of responsible businesses, which work cooperatively with local people and authorities to meet the needs of the locals and conservation objects.

4. Direct revenue to the management and protection of the natural areas.

5. Highlight the need for regional tourism zoning and visitor management planning for the areas that are to become ecotourism destinations.

6. Point up the importance of long-term environmental and social studies and monitoring programs in order to detect and minimize the defects tourism may be causing.

7. Aim to maximize the economic benefit for the host country, local communities and businesses, particularly to those living near to the natural and protected areas.

8. Ensure that the tourism development does not exceed the social and environmental limits agreed by the researchers and local residents.

9. Depend on the infrastructure that has been built in balance with nature, avoiding the usage of non-renewable resources such as fossil fuels, conserving the vegetation and blending with the natural and social environment.

The aims of sustainable are very similar points in the case of ecotourism: generating revenue for the local communities and having them incorporated in the tourism planning. Also, it minimizes the negative impacts on nature and culture and contributes directly to the conservation.

2.2 Connection with other types of tourism

In some occasions ecotourism is mixed with adventure tourism carrying out extreme sports in a more or less natural environment without a concern of preserving the area applying sustainable practices (Ceballos-Lascuráin 2006 in Ecoclub). It is possible that ecotourism activities include adventurous features as well but adventure tourism itself is not ecotourism unless it complies with the sustainable and eco-principles. To make the difference more clear Martha Honey has listed six key principle characters of ecotourism:

1. Minimize impact
2. Build environmental and cultural awareness and respect
3. Provide positive experiences for both visitors and hosts
4. Provide direct financial benefits for conservation
5. Provide financial support and empowerment for local people
6. Raise sensitivity to host countries' political, environmental and social climate
(Martha Honey in Mowforth, Charlton & Munt 2008).

According to Honey's list what seem to be the prevailing characteristics of ecotourism distinguishing it from other types of tourism is the equality of the host and visitor. The host culture is not placed in the position of entertaining the guest nor strengthening or weakening his perception of the culture visited. Instead, both parties are involved equally and given a chance to learn and respect each other. Whatever activities or cultural peculiarities may be demonstrated by the part of host or the visitor

it happens naturally, thrived by free will rather than by pressure of generating revenue. Above all, it is cross-cultural learning and mutual respect.

Epler Wood 2002 suggests that ecotourism together with adventure tourism can be placed under the category of nature tourism. The justification is that ecotourism is about observation and appreciation of nature and culture whereas adventure tourism is more about physical exercise in natural environment. The author perceives ecotourism to be closer to rural or cultural tourism than adventure tourism. The figure 1 illustrates this suggestion.
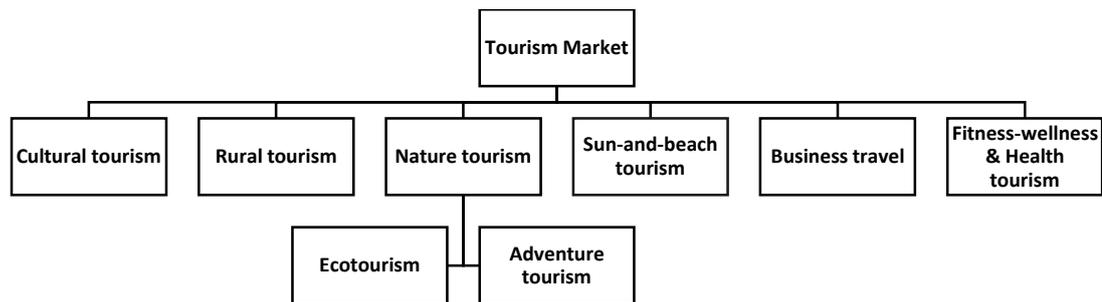
Figure 2.1 Ecotourism as a market segment (adopted from Epler Wood 2002)

According to the figure adopted from the author, Epler Wood (2002) suggests that ecotourism is actually sustainable version of nature-based tourism including also rural and cultural elements. However, as already mentioned in chapter 3.1 Weaver presents a fairly contradictive viewpoint saying that ecotourism does not necessarily need to be based on purely natural or undisturbed area. It can be focused on observing a single element in a small-scale ecosystem, for example, certain species of flora or fauna. In this case ecotourism is mixed with wildlife tourism that involves animal or nature watching (Weaver 2004).

2.3 Ecotourist profiles

Like in all types of tourism, the tourist profiles differ according to the motivations and values of the tourists. Inevitably, this is the case in ecotourism as well. When observing and comparing the definitions of different scholars one may distinguish two main groups: the first one including 'hard' or 'committed' ecotourists who are generally perceived to be well aware of their travel and consumption preferences as well as global and local issues regarding sustainability, responsibility and ecological lifestyle. The concept of biocentrism is often related with hard

ecotourists. This group of ecotourist is comprehensively committed to carry out their work –and leisure time truly respecting the components involved in ecotourism: with minimal impact on nature and host culture, preservation, learning and direct or indirect contribution to destination's well-being.

Another group comprises the 'less committed', 'soft' and sometimes called as 'shallow' ecotourists who might be aware of environmental issues to some extent but still regard their own comfort as priority. (Weaver & Lawton 2001). Frequently ecotourists represented by this group are satisfied with superficial scratch of the eco-setting without going any deeper into the issues concerning the nature or community in the destination (Fuad-Luke 2008). In the following chapters these two profiles are introduced in detail.

(A) Hard Ecotourist

Instead of using the word 'tourist', Fuad-Luke (2008) talks about 'eco-travelers', which, according to his definition, goes further than plain ecotourism. He considers an eco-traveler as a person with an augmented sense of awareness of the consequences of his or her actions and actively seeks ways of travelling better by contributing more to the places visited and by stepping with lighter ecological footprint. The main distinction is done between the concepts of 'tourism' and 'travel', this is to say, when using a term 'eco-traveller' Fuad-Luke includes all types of travelling including tourism.

At this point it is noteworthy to recall the difference between a visitor, a traveler and a tourist. UNWTO (2012) defines the term of a visitor as a traveller taking a trip to a main destination outside of his or her usual environment for less than a year. The motivation for the trip is business, leisure or other personal purpose but not to be employed by a resident entity in the country or place visited. A visitor is classified as a tourist if his or her trip includes an overnight stay. A same-day visitor is defined as excursionist. To make a comparison with the activity of travelling UNWTO (2012) states that a traveller is someone who moves between different geographic locations, for any purpose and any duration. The visitor is a particular type of traveller and consequently tourism is a part of travel.

Observing the previous definitions it can be agreed that not all travelling is tourism, for example, commuting or travelling in the usual area of residence. In contrary, all the tourism is travelling because it involves visiting a destination outside of the usual area of residence. Hence, Fuad-Luke's term of eco-traveler coincides with the term of ecotourist even if it compasses an extended sense of travelling inside the area of residence as well. He makes no distinction between 'hard' or 'soft' traveler. However, in comparison with the definitions of other scholars one may interpret Fuad-Luke's definition to represent 'hard' ecotourist profile since attributes such as 'heightened sense of awareness', 'understanding the interconnections between the environment, economy and society' and 'deep ecologists' (Fuad-Luke 2008) are all likely to be represented when portraying typical characteristics of a hard ecotourist.

Hard ecotourists are often related with biocentric way of thinking, therefore, before listing more characteristics of hard ecotourists it is important to understand what is meant by biocentricism. Fennell & Dowling (2003) point out that biocentric philosophy requires recreational users to take wilderness on its own terms rather than manipulate it to serve human needs. This definition suggests that hard ecotourist perceive humans and nature as a solid function without separating them from each other. However, they also suggest biocentric approach eventually to be anthropocentric – in other words benefitting humans over the nature - because what generates good for the nature finally benefits the humans as well who are part of the ecosystem (Fennell & Dowling 2003).

Weaver (2004) agrees with Fennell & Dowling by stating that biocentric approach contributes to the welfare of nature. However, there exists a controversy of biocentrism being anthropocentric deep down in its essence. After a deeper contemplation one may suggest that out of the two approaches the biocentric one is more committed to generate benefit for the nature, even if including humans. At the end it aims to improve and sustain the whole ecosystems, balancing the flora and fauna without downgrading any specie in it.

Weaver (2004) defines the hard ecotourist as a tourist with strongly biocentric attitude that involve a deep commitment to environmental issues, a belief that one's activities should enhance the resource base, and a desire for deep and meaningful interaction with the natural environment. Also, he states that hard ecotourists are more

likely to invade backstage spaces and to disturb wildlife and spread exotic flora and fauna across a larger area. Moreover, he mentions that hard ecotourist participate to ecotourism activities in order to attain holistic picture and make improvements for the nature and the community in the destination. (Weaver 2004).

(B) Soft Ecotourist

The majority of ecotourism markets consist of soft ecotourists. The profile of soft ecotourist can be classified into more anthropocentric type since the tourists' main interest lies on their personal comfort and they are not concerned about environmental issues whatsoever or at least not in the same extend as hard ecotourists. They prefer short-term contact with the natural environment in well-serviced settlement including toilet, parking, and guided tours with minimal physical stress. In contrary to hard ecotourist, the soft ecotourists are often seen in large groups because they feel comfortable surrounded by other tourists. Usually the soft ecotourist are regarded as mass tourists who are taking a one-day excursion in a multipurpose trip, therefore their commitment is not too extended and they are satisfied with a shallow and temporary contact with nature. In addition, soft ecotourists are likely to have formal travel arrangements with tour operators and travel agents. (Weaver 2004). So, it seems that soft ecotourists often take the nature watching, learning experiences and conservation more as an entertainment than pure interaction with the nature and local community. However, this does not reduce the value of ecotourism.

Inevitably there exist several variations of hard –and soft ecotourists as well. Even if the hardsoft measure is widely used and supported the fact is that the motivations and preferences between the ecotourists vary to a great extent; some of them fall between the ends of hard and soft, producing amalgams of these two types. For example, a tourist can demonstrate traits of hard ecotourist by taking long hikes and observing the nature enthusiastically but when it comes interacting with locals he might not find it comfortable or interesting at all. This illustrates a shallow interaction with one of the key elements of ecotourism, the interaction with locals. Due to this duality one could suggest that classifying the ecotourists is not meaningful at least in all the cases. Instead, the classification and evaluation of the product and destination itself would be more relevant. It is important to acknowledge this fact because it helps us to

understand better the ecotourism product that is sought and to determine what kind of clientele is interested in particular destinations and activities. (Weaver 2004).

2.4 Sustainable development

2.4.1 The history of sustainable development

Binns (2002) and Rist (1997) have written that Western modernisation theory dominated discourse on development after the Second World War, and as such, greatly encouraged the expansion of scientific awareness, an escalation of output, and the opening up of markets so as to promote the economy and eventually establish a welfare state. This notion is well represented by Rostow's unilinear model (1960), which visualized development as powered by the primary engine of economic growth to move in a single direction through various stages, from the traditional society to the modern age of high mass consumption (Binns, 2002). According to US President Harry S. Truman, Rostow's economic growth model (often used interchangeably with the term 'development model'), was the only solution to problems with generating progress in underdeveloped countries (Public Paper of the Presidents, 1949 as cited in Rist, 1997). Similarly, Dodds (2002) reported that development discourse began after the end of the Cold War and the speech by President Truman on January 1949 calling for Western knowledge, skills, wealth, and technology to aid the Third World countries. However, in the 1970s the view of development as a process based on capital accumulation and consumption began to be questioned due to concerns about scarce resources and the limitations of sustainable growth. This alternate perspective was stimulated by the ideas of an international group called the Club of Rome', and by the oil crisis of 1973/1979. Atmospheric pollution, acid rain, global warming, accumulating hazardous wastes, depletion of the ozone layer, habitat destruction, and rising health threats have led to an emerging awareness of the constraint capacity of the biosphere to absorb the by-products of human actions (Carruthers, 2001). These concerns were expressed for the

first time by the developed world at the United Nations Conference on the Human Environment in Stockholm in 1972 (Adams, 1990). Out of this environmental discourse and in response to these worldwide problems, the model of sustainable development emerged. It is interesting, as Keyser (2002) points out, that the issue of global environmental awareness has gradually increased since the 1960s. People's

awareness of environmental problems rocketed during the mid-sixties, bringing new attention to the issues of pollution, the destruction of rare habitats, and acid rain. However, Keyser also stated that people were very doubtful and questioned whether the unlimited growth of industry and economic development was the main cause of environmental crisis. From that point, the idea of sustainability emerged, as well as a new approach to the process of development. This was needed, since people began to perceive that the earth's limited resources could not indefinitely support the current level of population and industrial growth. As a result, the idea of developing resources in ways that promoted their sustainability began to be considered and practiced during the mid-sixties. It wasn't until the release of Our Common Future, the World Commission on Environment and Development's (WCED) Bruntland report in 1987, however, that the term _sustainable development was coined (Keyser, 2002). According to Keyser (2002), the main purpose of sustainable development was the bringing together of two contrasting ideas: economic development and environmental conservation. This history is corroborated by Garrod and Fayall (1998), who also reported the origin of the term —sustainable development‖ as the 1987 Our Common Future report authored by the WCED. They saw the term as encompassing more than just concerns about economic development and environmental conservation, and described it thus: The vision put forward by the Brundtland report was one of the economic development that was not simply concerned with attaining maximum economic growth (i.e. pursuing economic efficiency) but also with issues of fairness between individuals and groups making up today's society (intergenerational equity) as well as fairness between the present generation and those that are to come (intergenerational equity). (Garrod & Fayall, 1998, p. 200) It is interesting to consider sustainable development as a socio-ecological process characterized by the fulfilment of human needs while maintaining the quality of the natural environment indefinitely. The linkage between environment and development was globally recognized in 1980, when the International Union for the Conservation of Nature published the World Conservation Strategy and used the term "sustainable development" and promoted the concept (IUCN, 1980 as cited in Holmberg & Sandbrook, 1992).

2.4.2. The definitions and scope of sustainable development

It is difficult to precisely define sustainable development (Rogers, Jalal & Boyd, 2008). This is supported by Elliott (2006), who highlighted that there were considerable

discussions and contestation in relation to the meaning and practice of sustainable development during the decade of 1990s. In fact, there were more than 70 definitions of sustainable development in circulation in the early 1990s (Holmberg & Sandbrook,1992). It is imperative to point out, however, that there is difficulty in defining many socially and culturally relative terms because the definitions often serve particular groups, organizations, and individuals in achieving their desired purposes (Mawhinney, 2002). Thus, when National Strategies for Sustainable Development wrote, "Sustainable development is economic and social development that meets the needs of the current generation without undermining the ability of future generations to meet their own needs" (2000, as cited in Mawhinney, 2002), it is obvious their definition was constructed to contain elements of the social agenda of the organisation. In contrast, the World Wildlife Fund (1991, as cited in Mawhinney, 2002) defined sustainable development as improving the quality of life while living within the carrying capacity of supporting systems‖, whilst the Local Government Management Board of the UK (1993, as cited in Mawhinney, 2002,) viewed sustainable development as: Reducing current levels of consumption of energy and resources and production of waste in order not to damage the natural systems which future generations will rely on to provide them with resources, absorb their waste and provide safe and healthy living conditions. However, the first and most popular quoted definition of sustainable development is found in the Brundtland Commission Report (1987): Development that meets the need of the present without compromising the ability of future generations to meet their own needs. (Rogers, Jalal & Boyd, 2008).

The scope of sustainable development goes beyond focusing solely on environmental issues, however. More broadly, sustainable development policies encompass three general policy areas: economic, environmental, and social. In support of this, several United Nations texts - including, most recently, the 2005 World Summit Outcome Document—refer to the interdependent and mutually reinforcing foundational pillars of sustainable development, namely economic development, social development, and environmental protection. Additionally, the Universal Declaration on Cultural Diversity elaborated on the concept further by stating that cultural diversity is as necessary to humankind as biodiversity is to nature. Cultural diversity has become one of the roots in which a modern understanding of development is embedded, not simply in terms of economic growth, but also as a means of achieving a more

satisfactory intellectual, emotional, moral, and spiritual existence. In this paradigm, cultural diversity becomes the fourth policy area of sustainable development (UNESCO, 2001).

2.4.3. The approaches to sustainable development

There is still a big question to be answered: What, precisely, is to be sustained? The environmentalist emphasis is on the sustainability of natural resources and the issue of designing development activities that can bring tangible progress whilst maintaining ecological processes. For others, it is the present (or future) levels of production and consumption that need to be sustained. They argue that the impact of global population growth will inevitably increase demands on the environment and therefore sustainable development must incorporate this reality. At the same time, people must recognize environmental limitations and change their consumption practices (Redclift, 1987). Sustainable development represents a compromise, in that it suggests that the twin goals of environmental sustainability and human economic development are compatible, attainable, and mutually inseparable (Simon, 1989; Redclift, 1991). Overton (1999) claimed that sustainable development must deal with a long-term strategy rather than a short-term policy agenda. However, in order to be sustainable, our environmental, economic, and social systems need to show a high degree of stability and integrity over a very long period of time.

(A) Ecological sustainable approach

Ecological Sustainability usually means Environmental Sustainability, and according to Overton (1999), the environmental rationale for sustainable development is very strong. He further pointed out that environmental sustainability is the process of ensuring the current course of interaction with the environment is pursued, with the notion of keeping the environment as pristine and natural as possible. Sustainability requires that human activity utilizes natural resources at the rate at which they can be replaced naturally. This idea agrees with Elliott's writing (2006), which maintained that environmental sustainability needs to sustain ecological diversity, productivity, and resilience. To accomplish this, Overton (1999) called for a decrease of resource use. In other words, people ought to stop the process of cashing in ecological 'capital' (non-renewable resources) and begin to rely on the sustainable 'interest' only. Although economic growth is important for development, such growth should not harm the

environment. Thus, the term - Ecodevelopment - development based upon responsible and sustainable use of environmental resources - is useful in portraying the necessary balance (Adams, 1990). Ecodevelopment is achieved through effective environmental management, indicating careful management of the earth's resources in such a way that natural productivity is increased while basic human needs continue to be met (O'Riordan, 1981 as cited in Overton, 1999). Rees (1990) stated that while economic growth is essential, human beings need to change their attitudes and their social organization, and work to control and balance their rate of consumption and waste discharge in order to sustain the environment without causing problems. In other words, development should accommodate environmental preservation by limiting population and economic growth and by using appropriate technology, both of which can be facilitated through participatory planning and understanding the limits of biosphere (Shiva, 1992). The economy can continue to produce increased output, even with minimal input; but this must occur in such a way that damage to the stock and quality of natural resources does not occur over time. In this way we will use the 'interest' in order to continue our growth and development, but not the environmental 'capital' (Rees, 1990). Thus, the ecological approach requires that sustainable economic development be achieved through using natural renewable resources at a rate less than or equal to the rate of regeneration. In addition, humans must also commit to producing pollution at a rate less than or equal to the rate it can be safely absorbed into the environment.

(B) Economic sustainable approach

The economic approach to sustainable development calls for the use of economic means in organizing natural resources for continuous development, without depleting the resource base. Economic sustainability requires the achievement of poverty reduction, equity, and efficient use of resources (Elliott, 2006). In 1987, the WECD deliberated on a better quality of economic growth that would use improved technology, trustworthy and environmentally concerned models, and calculations that would not lead to environmental harm. On the other hand, Third World countries have more recently claimed that current models which label their development as environmental exploitation affect their opportunities for economic enhancement; they argue that growth is essential to alleviate national poverty. In their view, since Western countries have exploited Third World natural resources for Western development, they

have no right to interfere in the Third World's use of their own natural resources for Third World benefit (Elliott, 1999). Within this economic perspective, many economists differ in their views on sustainable development and the choice of tools for economic analysis. Some believe economics cannot deal properly with environmental issues because the environment is not a commodity. Others convert the environment into a series of tradable commodities stressing that previous failures on the part of economics to address environmental problems were caused precisely because of its practice of viewing environment as external to economy. These latter economists take on board current environmental concerns and address the issue of sustainability. Their challenge has been to calculate the value of the environment using the market value system. If calculated, however, it appears unlikely that such figures could possibly reflect ecological and cultural values, or accurately represent differences between First and Third World economies. It becomes even more complicated to apply market values in this way when one considers the fact that the Third World's environment is still undervalued, and that its environmental damage costs less. An additional viewpoint argues that environmental issues cannot be included in economic models because the discipline deals with private goods. Economists have yet to establish an ideal way to address environmental issues because economics is not equipped to place a value on the environment in terms of future generations; disagreements still exist amongst economic experts about how to do this. Hence, from the economic perspective, sustainable development promotes economic growth but it must be bounded by the limits of technological advances and nature 's ability to replenish resources and absorb waste (Adams, 1993; Overton & Scheyvens, 1999).

(C) Social sustainable approach

The social sustainable livelihood approach claims that poverty and the environment are interconnected. It calls for appropriate action to address the issues of poverty, inequality, and injustice. This notion is strongly supported by Elliott (2006), who stated that social sustainability requires maintaining social elements such as cultural diversity, social justice, and participation. She held that human development can be placed above environmental wellbeing, as it is human livelihoods that play the key role in the creation of a relationship between economic development and natural resources. On this basis, the social aspects of development should be given priority (Chambers, 1986). Purdie (1995) claimed all people, individuals, and groups have the

right to a secure and viable livelihood and thus, development should enthusiastically support them. Rural populations that exist in remote areas of the Third World often are engaged in an intense struggle to secure livelihoods. They experience adverse social, economic, and political conditions (Murray, 2000). Dasman (1988) reported on indigenous people who rely heavily on the local natural environment, known as ‗ecosystem people. They utilize the available natural resources for their survival, possess in-depth knowledge of natural cycles, and express their opinions and thoughts on nature through their cultural beliefs, principles, legends, stories, and religions. Therefore, development agencies should highly respect and consider these cultural beliefs, and regard local knowledge as an asset from which to work when promoting sustainability and the protection of natural resources. In the Third World, many times people depend exclusively on the natural environment for food, water, energy, health, shelter, income, and employment. If the environment is degraded, then their livelihood is spoilt and their opportunities in life are degraded as well. Such people typically have severely limited options, and are often forced to persist in practices that continue to degrade their surroundings even further, just to survive (Adams, 2001; Chambers, 1995). Social sustainability proponents also believe that sustainable development is best understood in terms of people-oriented activities, and the sustainability of a human community (Allen & Thomas, 2000). While the three perspectives on sustainable development described above each have a unique focus in their approach, they also share a number of common characteristics and goals. Thus, overall, it can be said that sustainable development seeks to meet five broad requirements:

1. The integration of conservation and development

2. The satisfaction of basic human needs

3. The achievement of equity and social justice

4. The provision of social self-determination and cultural diversity

5. The maintenance of ecological integrity. (Jacobs & Munroe, 1987 as cited in Holmberg & Sandbrook, 1992)

2.5 The linkage between ecotourism and sustainable development

The linkage between ecotourism and sustainable development has been explored by many academics recently. This is well represented by Wall (1997), who clearly indicated that ecotourism has the potential to contribute to sustainable development on the grounds that it is often viewed as a sustainable form of tourism. However, in order to contribute to sustainable development, ecotourism must be economically viable, ecologically sensitive, and culturally appropriate. In fact, these three factors are held to be the three primary prerequisites for achieving sustainable development (Wall, 1997). Likewise, Frey and Yaneske (2007) also claimed that the main elements for sustainable development are:

- economic growth generated by sustainable patterns of production and consumption of resources, to enable
- the social well-being and equity of all humanity and equitable access to resources now and in the future, while
- protecting the environment and the services it provides for humanity.

By looking at the key principles contained in these two writings, it can clearly be seen that their principles overlap considerably. Thus to some extent, ecotourism, as argued by Buchsbaum (2004) who researched ecotourism and sustainable development in Costa Rica, is being constructed upon the philosophy of sustainable development because of the intertwined relationship between the two. This chapter will expound on the nature of ecotourism and sustainable development, beginning with a discussion of the concept of sustainable development. This includes its history, definitions, and scope, followed by an approach to sustainable development characterized by a primary emphasis on ecological, economic, and socio-cultural factors. Next, the concept of ecotourism will be highlighted with special focus on the emergence of ecotourism; the revision of the definition of ecotourism; and the potential positive and negative impacts of ecotourism on local people's livelihood, with special consideration of the economic, environmental, and socio-cultural aspects. This is followed by a number of strategies for making ecotourism sustainable so as to successfully contribute to local sustainable development.

2.6 Ecotourism and Its Impacts on Economic, Environment and Socio-culture

In summarizing the effects due to ecotourism, there are negative and positive impacts will be on economic, environment and socio-cultural affairs. Summary are as follow;

(a) Environmental Impacts

There are positive environmental impacts in Ecotourism. Responsible nature tourism can contribute to the sustainable valorization of natural area. Tourism is very often the only source of funding for nature reserves. Good business management can help to control the environmental impact of tourism. Environment friendly hotel businesses making their practices transparent to their guests, staff and neighboring communities can yield a significant environmental education effect.

On the other hand, there are some negative environmental impacts in Ecotourism. Tourism can contribute to environmental degradation in developing countries. Certain effects of tourism, such as soil stealing, result in the destruction of habitats. Tourism jeopardizes the continued existence of animal and plants species. Long-haul tourism, in particular, damages the world climate.

(b) Socio-Cultural Impacts

There are some positive socio-cultural impacts in Ecotourism. Cultural identity can be promoted when acknowledged by tourists, tourism actually helps to preserve cultural heritage. Support projects (like community-based tourism) can help strengthening social structure.

The negative socio-cultural impacts are such as Tourism promotes social inequality, through massive confrontation with foreign values and customs, tourism destroys traditional social and cultural structures.

(c) Economic Impacts

There are positive economic impacts in Ecotourism such as Tourism including ecotourism is one of the world's leading industries, Tourism in developing countries is based on unique natural and cultural attractions (competitive advantage), Tourism is consumed "on location" (enhanced market access, lower trade barriers),

Tourism offers the opportunity to create jobs, especially in rural regions which helps for reduction of poverty, Tourism helps to improve the public infrastructure (water supply, waste disposal etc.) with simultaneously benefits the local population.

The negative economic Impacts are such as the tourism market is often dominated by transnational corporations; developing countries have some cases that not control over tourism development, increase in the cost of living (for example; increased prices of local products and imported necessities), Seasonality of income or employment causing unstable local economy, economic linkages to outside business owners.

CHAPTER 3

THE OVERVIEW OF MYANMAR TOURISM AND ECOTOURISM

3.1 Tourism in Myanmar

Myanmar Tourism is one of the potential factors to increase country economy and it has wide aspects to show up its capacity in the region. It has many types of tourism can be revealed for tourism promotion. Not only cultural tourism but ecotourism, natural tourism can be implemented with wider mind set based on rural or community participation.

Myanmar just recently opened up for "mass tourism" and we are seeing an increase in the number of tourist arrivals. When we think about the possible impact of these new arrivals on local communities, it raises the importance of creating and maintaining sustainable tourism to the benefit of everybody involved.

Table 3.1: International Tourist Arrivals: Years 2012/2013 – 2016/2017 (Source: Ministry of Hotels and Tourism, Myanmar)

Year	Total	By Air	By Sea	By Land
2012-2013	1339442	681376	159643	498423
2013-2014	2304617	924401	253644	1126572
2014-2015	3443009	1123706	245897	2073406
2015-2016	4279059	1222417	318369	2738273
2016-2017	3079272	1254536	350253	1474483

Started from 2013- 2014, grand total of visitors' arrival was also included, who entered border gates, special regions and economic zones. From 2016, oversea visitors at border state are only collected from respective Department of Immigration. In the past, they were collected from not only respective Department of Immigration but also ethnic groups from special regions.

Figure 3.1: Myanmar Visitor Arrivals (2006 – 2017)
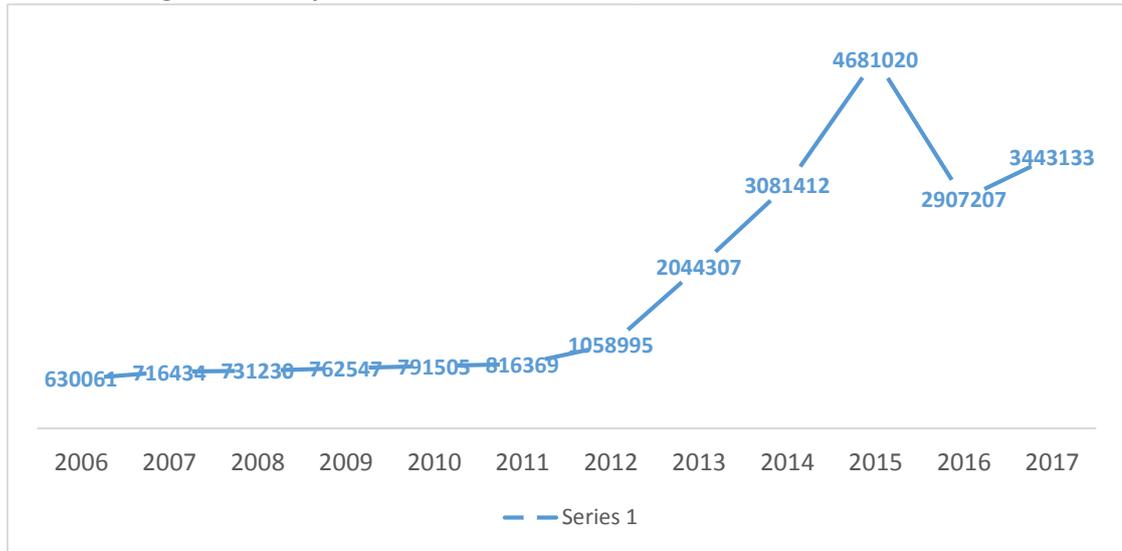
Source: CEIC Data

Tourist Arrivals in Myanmar increased to 363154 in December from 343766 in November of 2018. Tourist Arrivals in Myanmar averaged 265327.75 from 2012 until 2018, reaching an all-time high of 450541 in December of 2015 and a record low of 125085 in December of 2012. (Trading Economics)

Ranked by land area, Myanmar is the largest country in South East Asia, followed by Thailand, Vietnam, and Malaysia. However, most of Myanmar's over 54 million people have no experience with foreign tourists and the effect it may have on them. As we welcome more and more foreign tourists to Myanmar, our tour operators and our guests have to be very sensitive to the impact our presence will have on these people. Myanmar is a beautiful country with a lot to offer travelers seeking an exotic destination. It has long swaths of undeveloped beaches, interesting ethnic groups, warm, friendly people, deserted islands, golden temples, cultural sites still unblemished by development, and many bizarre and unusual things. "Myanmar is the last of the truly magical destinations of the orient," Philip Shenon wrote in the New York Times, "a technicolor glimpse of Old Asia perfumed with sandalwood and

spices with ginger. It is the most devoutly Buddhist nation on earth, a land of glistening pagodas and hand-carved sandstone temples tended by hushed, saffron robbed monks." Rudyard Kipling praised the "mist on the rice-fields", "the old pagoda looking lazy at the sea", and "a neater, sweeter maiden in a cleaner, greener land" on the Road to Mandalay.

Since 1992, the Myanmar government has encouraged tourism. However, fewer than 750,000 tourists enter the country annually. To boost tourism industry, the new Myanmar government is in the process of making "immediate adjustments," such as having looser visa rules, modeled on those of successful holiday destinations such as Thailand. [Source: Reuters, January 20, 2013]

In 2006, Joshua Kurlantzick wrote in the Washington Post, "In the late '90s, it seemed possible that Burma, one of Asia's most culturally rich nations, would enjoy a tourism mini-boom. The temples of Pagan, dotted across a plain, have survived for nearly a millennium. The region outside Mandalay contains ruins of ancient capitals of Burmese kingdoms and hill stations that resemble British resorts. Even chaotic Rangoon boasts a wealth of crumbling but still magisterial colonial architecture. But the country gets fewer than a million visitors per year. The gleaming Mandalay airport sits empty, a lone staffer wandering its cavernous halls. [Source: Joshua Kurlantzick, Washington Post, April 23, 2006]

Tourism remains a growing sector of the Myanmar economy. It is served internationally by numerous airlines via direct flights. Domestic and foreign airlines also operate flights within the country. Cruise ships dock at Yangon. Overland entry with a border pass is permitted at several border checkpoints. The government requires a valid passport with an entry visa for all tourists and business people. [Source: Wikipedia]

3.2 Tourist destinations in regions of Myanmar

Kachin State is the northernmost state of Myanmar and undoubtedly one of the most beautiful ones, is adorned by the king of mountains, the Himalayas. Kachin is home to picturesque mountains, valleys and lakes and surely is a heaven for mountain lovers. The forests on the east and west of the state are filled with

magnificent black orchids and the area provides excellent base to view the scenic beauty of the Himalayas, included its forests and rivers.

Despite being the smallest state in Myanmar, Kayah is home to nine different ethnic groups, giving ample opportunities for tourists to discover the cultures and heritages. Locals guide visitors to trek forests on natural trails, have jungle picnics and participate in barbeque meals by the lakes, just like the natives. These set of activities enable the locals to continue with their native practices, as well as allowing tourists to experience the authentic lifestyles of the locals.

Kayin State provides the variety of a mountainous terrain amidst the beaches and seas of Southern Myanmar. The state is encircled by karst limestone peaks that soar above the lush green paddy fields. Interspersed with incredible caves, Kayin offers a stunning view of the western mountainous area of Myanmar.

Located at the western side of Myanmar, the Chin State/Chin Hills stands tall at 3,053 metres, attracting mountaineers and hikers to visit Chin. Chin is home to hundreds of species of flora and fauna. The sky island is rich with rare and protected flowers, plants, animals, and insects, providing tourists with a memorable tour in the exotic biodiversity found in Chin. The mountain is also a paradise for bird watchers as it houses 159 bird species consisting of indigenous, native, and migratory birds. Southeast Asia's leopards, bears, and wild boars are well-protected here, giving tourists a unique experience of observing these animals in their natural habitat.

The grand nine-tier waterfall provides tourists with plenty of activities to do while admiring the lush greenery surrounding it. On stone walls beside the waterfall, there are large bee hives attached on the sides, with rare blooming flowers flourishing the upper tiers. The path to the majestic waterfall from the village is smooth and shaded, giving visitors a comfortable and authentic experience of exploring the natural forest and observing the rare biodiversity and reptiles around the area.

Mon is a state in Myanmar which covers a narrow strip of land located between Kayin state to the east and the Andaman Sea to the west. Being located in the southern region, with a significant coastal region overlooking the Bay of Bengal, Mon State is home to quite a few pretty beaches and some beautiful islands. The coastal town of Kyaik Ka Mi with the Kyaik Ka Mi Yele Pagoda is a noteworthy place to visit. A pretty beach lying 24 kilometres south of Kyak Ka Mi town is Setse

beach. It is a wide beach with brown sand lined with waving casuarinas trees. Tourists can enjoy a quiet time here enjoying nature while sipping on fresh coconut juice sold by local vendors.

Rakhine State is located on the western coast of Myanmar. It has a long coastline on the Bay of Bengal in the west. The Arakan Mountains, rising to a height of 10,049 feet at Victoria Peak separate Rakhine State from central Burma. The state has some fairly large islands off the coast such as Cheduba and Myingun Islands. Rakhine hosts the Ngapali Beach, one of Myanmar's premier beach destinations, located only 45 minutes by air from Yangon. Although the beach is quite popular, it is not very crowded. It is famous for its turquoise waters, wide stretches of white sand, palm tree groves and fishing village, it is relatively unspoilt.

Shan is also known to house many beautiful caves that tourists would not want to miss. Due to the mountainous topography, tourists can find some of the best caves in Myanmar in Shan state. Apart from admiring the formation of these caves, visitors can take in the quaint view of the diverse flora and fauna found in the area surrounding the caves and inside the caves. Tourists also get to see magnificent limestone caves that take millions of years to form. The longest and deepest caves and archaeological caves can also be found in Shan State, making cave-exploring a compulsory activity for tourists.

Yangon is a region of importance nestled on the south-central part of Myanmar. Yangon is the capital of the Yangon region and the erstwhile capital of Myanmar. It is also the current commercial capital of the country as well as Yangon's largest city. The city houses a large number of colonial-era buildings in Southeast Asia and has a unique colonial-era urban core that has been maintained over the years. Yangon is a vibrant city in flux and undergoing modernisation and also one of the most attractive cities in southeast Asia.

Mandalay is the second-largest city of Myanmar, located on the east bank of Ayeyarwady river. It is an important economic centre of the northern side of Myanmar and is regarded as a cultural centre of the country. From the ornate royal palace to breathtaking sunsets over the river, Mandalay takes days to explore. It provides a thorough glimpse of the culture of Myanmar and its people. Bagan, an ancient city located in the Mandalay region is one of the most visited places by

tourists in the country. The city served as the capital of Myanmar from the 9th to 13th centuries. It was the capital of the Pagan kingdom, the kingdom which unified regions that constitute the Myanmar of today. The Bagan Archaeological Zone is the main attraction of the country and is one of the richest archaeological sites in Southeast Asia. Situated on the eastern bank of the Ayeyarwady River, the temples of Bagan leaves one awestruck. Bagan has approximately 2000 ancient monuments and pagodas strewn all over Bagan. The monuments are located on the land between the river bank and the Turintaung range. Although Bagan is most famous for its historic monuments, it has a lot more to offer. Tourists can visit nearby local villages and watch people weaving cotton. Bagan is famous for ancient craft, especially in lacquer. It is also famous for its mural painting, oil processing and palm sugar production. Nay Pyi Taw is the administrative and political capital of Myanmar. It was declared as the capital in 2006, although most commercial activity still takes place in the former capital Yangon.

Sagaing's classical name, Zeyapura, means the 'city of victory'. The region, located at the north-western part of Myanmar, was the capital of the Sagaing Kingdom. The Sagaing Hill, one of the main places for meditation in the country, is also known to have great meditation centres. Sagaing is home to numerous Buddhist monasteries and pagodas located on hills and parallel to the river, creating a magnificent view that would awe tourists visiting the area.

The capital city of Magway Region is Magway City. In this region, excavation activities revealed fossils of primates that are more than 40 million years old, which has become the pride of the government. One of the few Pyu cities listed as a UNESCO World Heritage Site can be found in Magway.

Thriving with dense greenery and wildlife, Ayeyarwady serves as the ideal getaway for those who love to explore the beauty of nature. The journey to the region from Yangon takes about 2 hours. Tourists crowd this place for a session of relaxation by the calm and peaceful environment of Ayeyarwady. The picturesque view of the beaches that showcases crystal clear water under the bright blue sky prompts tourists to go for a refreshing swim. The region is rich with culture and traditions of tribes that reside in that area. Ayeyarwady also offers tons of fun adventures and activities like sailing, elephant observations and visiting pagodas.

Bago is a region in Myanmar located close to Yangon region. Bago City, formerly known as Hanthawaddy is the capital of Bago region. it is located 80 kilometres north-east of Yangon. It is a popular trip destination for tourists visiting Yangon due to proximity. Bago offers a perfect milieu of nature and culture to tourists. It is renowned for handicrafts as well as a vast wildlife sanctuary. Tourists can enjoy a wide range of experiences in Bago ranging from visiting an elephant camp to experiencing the urban life of Bago City.

Dawei is the capital of Tanintharyi Region, the southern part of Myanmar. It is a coastal region covering an area of over 4184 sq km. Historically, it has been an important trading port. It features some interesting colonial architecture, with many old wooden, thatch-roofed bungalows and some brick and stucco mansions. Dawei is dotted with islands and famous historical pagodas.

3.3 Ecotourism in Myanmar

Myanmar is located in South East Asia with the total land area of 261,228 sq miles (677,000 sq.km). The land is so well endowed with a diversity of species, and a variety of natural resources that it is an absolutely wonderful paradise for ecotourism in Myanmar. The national ecosystems are considered to be one of the biological reservoirs in Asia. The forests of Myanmar are the habitat of over 7,000 plants and more than 1,000 endemic species. Besides, it also provides the shelter for 1,000 bird species, 300 mammals, and 350 reptiles as recorded. Therefore, it is the Ministry of Forestry's responsibility to protect and maintain these forests. The general concept of ecotourism is to restrict the number of visitors within the carrying capacity of the ecotourism site. The tolerant sensitivity of the type of forests and its environment decide the number of tourists.

If you are a nature lover, do not miss your chance to go deep through the jungle to explore the wonderful flora and fauna, behold the colorful bird species as well as set foot on the exceptional landscape in a Myanmar tour. Below are 9 of the best ecotourism sites in Myanmar:

1. **National Kandawgyi Garden**

Pyin Oo Lwin, Mandalay is the location of National Kandawgyi Garden with the total area of about 344.81 acres. This Garden was established in 1915, formerly known as National Botanical Garden. It serves as a recreation center for the public and as an ecotourism site for the tourists. Inside the National Kandawgyi Garden situated a tower built on 11th April 2002 and opened on 18th December 2003. The diameter of the tower is 50 feet and has a height of 215 feet. There are 12 levels, where 10 levels are for viewing the beautiful scenes of the garden. The 11th floor is for the Function Hall. There are other interesting places to visit in National Kandawgyi Gardens such as Orchid Garden, Children Playground, Pagoda Island, Tea House, Souvenir Center, Cascadean Garden, Rainbow Fountain, Swamp Walkway, Rock Garden, Bamboo Garden, Croton Garden, Pine Forest, Timber Walkways, Rain Forest, Walk-in Aviary and Takin Compound.

2. **Moeyingyi Wetland Wildlife Sanctuary**

Moeyingyi Wetland Wildlife Sanctuary is situated in Waw Township, Bago Division with the total area 40 square miles, This sanctuary was established in 1986 with the purpose of conserving resident and migratory water birds and their habitats, conducting scientific research on resident and migratory water birds in cooperation with international scientific organizations, and organizing extension programs to educate the public on the importance of wetland ecosystem and public participation in wetland conservation activities.

3. **Shwesettaw Wildlife Sanctuary**

Shwesettaw Wildlife Sanctuary is located in Minbu, Setote-taya, Saku and Ngapeh Townships of Magwe Division. It was established in 1940, with the area of 213.4 square miles. This sanctuary is to conserve the deer of Myanmar and the dry zone.

4. **Khakaborazi National Park**

Naungmung Township of Kachin State located Khakaborazi National Park, which covers an area of 1,472 square miles. This park is to conserve natural forests and wildlife in the northern part of Myanmar, to establish and maintain a national

park of high quality and up to the standard of modern environmental conservation policies, to promote the present status to an ecotourism industry of high standard on Kakaborazi, the highest mountain in Myanmar with 29,698 feet in height and other significantly beautiful scenery, conserve watersheds in the area where the Ayeyarwady River originates, and carry out development activities for Himalayan Mountain Region in cooperation with the international organizations.

5. Inle Lake Sanctuary

Inle Lake Sanctuary is a wetland sanctuary and situated in Naung Shwe, Pinlaung and Peh Kon Townships of Southern Shan State. It covers an area of 642.32 square miles and was founded in 1985. This sanctuary is to conserve and protect natural vegetation, wetland birds and freshwater fishes in Inlay sanctuary, conserve geological features and scenic beauty of mountain areas, maintain Inlay watershed and maintain water resource for Law-Pi-Ta hydroelectric power plant, conserve and educate the local people in traditional floating agriculture practiced by "In" lake-dwellers, and upgrade the Sanctuary so as to promote ecotourism.

6. Seint Ye Forest Camp

Seint Ye Forest Camp is situated in Oaktwin Township of Bago Division and was founded during the year 1996. It covers an area of 102 acres. This forest camp is to observe natural teak forests and teak growing environmental conditions.

7. Myaing Hay Wun Elephant Camp

Myaing Hay Wun Elephant Camp is located in Taikkyi Township of Yangon Division. It is founded in 1986 and occupies a land 10 of acres. The intention of this Camp is to develop and promote from Elephant Nursing Camp to Myaing Hay Wun Elephant Research Camp.

8. Nat Ma Taung National Park

Nat Ma Taung National Park is located in Kanpet-let, Mindut and Matupi Townships of Chin State. It was established in 1994 and covers an area of 279 square miles. To conserve the watershed areas of Lemro river, Myitha river, Saw Chaung, Maw Chaung, Salin Chuang, Che Chaung, Yow Chaung, Mon Chaung and the animals in it.

9. **Indawgyi Lake Wildlife Sanctuary**

Indawgyi Lake Wildlife Sanctuary is situated in Mohnyin Township of Kachin State. It is 299.32 square miles and was established in 1999. The sanctuary determines to conserve the largest inland lake in Southeast Asia and to protect it's the dwelling birds.

3.4 Myanmar Ecotourism Policies, Plans and Strategies

The policy and management strategy is focused upon the tourism and protected areas relationship. To ensure this focus endures, the following definition of Myanmar ecotourism is provided.

In Myanmar, the term ecotourism refers to tourism-related activity in and around its protected areas, that focuses upon management tools, systems and processes to deliver three elements:

- biodiversity and ecosystems conservation;

- education and learning to enable hosts and visitors to understand and engage with management approaches to protect and conserve the natural and cultural assets of these areas; and

- economic and social benefits to communities in and around protected areas to (a) reduce and eliminate unsustainable practices, and (b) engage them in collaborative approaches to protected area management.

Vision Consistent with the terminology of the vision of the Responsible Tourism Policy and Tourism Master Plan, and re-emphasizing the focus upon collaborative approaches to PA management and community wellbeing, the Ecotourism Vision states:

"We intend to use ecotourism as a driving force to strengthen the management of Myanmar's expanding protected area network. Our aim is to engage all stakeholders to implement ecotourism policies, business models and management approaches that protect the unique ecosystems of our country, and celebrate indigenous groups that have made these special areas their home."

Mission Taking its lead from the vision, the following mission statement further clarifies the intent to carefully plan and manage tourism in and around Myanmar's protected areas. Along with the definition, vision and guiding principles, the mission statement will be used in marketing and branding materials to communicate the foundations of the policy to the broadest possible audience.

By 2020 Myanmar will establish a diversity of quality ecotourism products and services. Targeted towards domestic and international markets, these experiences will raise an international awareness of Myanmar's extraordinary wealth of diverse ecosystems – from the dense forests and lofty peaks of the Eastern Himalayas to the rich marine life of the Myeik Archipelago. An Ecotourism Partnerships Framework will be developed to determine where and when visitor services are needed in and around protected areas. This framework will guide decisions related to the form, scale and management systems of business services that are appropriate to site conditions, and that simultaneously support and part-finance protected area objectives. To achieve our vision, selected protected areas with special assets and high visitor interest will serve as models to test new approaches and develop good practices that can be replicated throughout the country.

14 key objectives are set out under six strategic programs as follows.

Strategic Program 1: Strengthen Institutional Arrangements • develop an ecotourism planning and management framework • strengthen the legal and regulatory environment for ecotourism • develop an Ecotourism Partnerships Framework

Strategic Program 2: Strengthen Ecotourism Planning in and around Protected Areas • build human resource capacity in ecotourism planning and management • design ecotourism management plans for protected areas

Strategic Program 3: Engage Local Communities • raise community awareness of ecotourism and protected area issues and opportunities • promote business opportunities for protected area communities • build private sector knowledge of good practices in engaging protected area communities

Strategic Program 4: Invest in Infrastructure and Responsible Business Models • improve infrastructure in and around protected areas • promote innovative business models for protected areas • promote responsible practices in elephant tourism

Strategic Program 5: Strengthen Research and Monitoring Frameworks • deepen knowledge of the tourism and protected areas relationship

Strategic Program 6: Strengthen Marketing and Interpretation • raise national awareness of Myanmar ecotourism • develop and align a Myanmar Ecotourism Marketing Plan within the broader tourism marketing strategy

As an extension of the wider Myanmar Tourism Master Plan, the Ecotourism Policy and Management Strategy also advocates mainstreaming seven cross-cutting themes: gender equity, environmental sustainability, partnership, innovative financing, regional cooperation, ensuring access for disabled people, and consultation and participation.

Tourism in Myanmar's Tanintharyi region is poised to grow and become more sustainable, after the government designated the picturesque southern state as the destination for an inclusive tourism project implemented by the International Trade Centre (ITC).

The Ministry of Hotels and Tourism chose Tanintharyi after a feasibility study showed that the state had the greatest potential to benefit from the project, which is similar to an earlier ITC project that boosted job creation and incomes while supporting cultural heritage and contributing to peacebuilding in the country's Kayah state.

Following the success of the Kayah state project, which started in 2014, Myanmar authorities asked ITC to extend its activities to other parts of the country. The project in Tanintharyi will be part of the fourth phase of the Netherlands Trust Fund (NTF IV) portfolio of trade development projects, which started last December with funding from the Dutch Centre for the Promotion of Imports from Developing Countries. It will seek to bolster tourism capacity at the national and regional levels, while improving branding, marketing, and access to statistics.

The three-and-a-half-year NTF IV Myanmar project began this past December. In Tanintharyi, the project will take an approach similar to that in Kayah state under the third phase of the Netherlands Trust Fund (NTF III), intervening across the value chain to build business linkages and improve tourism capacity and product quality.

CHAPTER 4

SURVEY ANALYSIS

4.1 Survey Profile

Tanintharyi Region, is an administrative region of Myanmar, covering the long narrow southern part of the country on the Kra Isthmus. It borders the Andaman Sea to the west and the Tenasserim Hills, beyond which lies Thailand, to the east. To the north is the Mon State. There are many islands off the coast, the large Myeik Archipelago in the southern and central coastal areas and the smaller Moscos Islands off the northern shores. The capital of the division is Dawei. Other important cities are Myeik and Kawthaung. The division covers an area of 43,344.9 km², and had a population of 1,406,434 at the 2014 Census. Tanintharyi region is divided into three main districts, such as Dawei district, Myeik district and Kaw Thaung district. Dawei district included Yay Phyu township, Tha Yet Chaung township, Dawei township and Long Lone township. In Myeik district, there are Pu Law township, Myeik township, Tanintharyi township and Kyun Su township. Kaw Thaung district is with Boke Pyin township and Kaw Thaung township.

Dawei, the capital of Tanintharyi Region, is a tropical seaside city, dotted with famous historical pagodas and can be accessed by all means of transportation. The Special Economic Zone (SEZ) Project is near Dawei city and Dawei region serves as the southern economic corridor of Greater Mekong Subregion. Maung Ma Kan beach is situated in a beautiful setting of hills that rising up from the shoreline and 19 km from the Dawei city. A half an hour walk down from the beach will take visitors to a lovely fishing village with small boats nestled in its harbor. The other famous beaches nearby are Mayin Kyinn beach, San Hlan beach, San Maria beach, T Zit beach, Boe Boe Kyauk beach, Paradise beach and Myin Kwar Aww beach. The famous waterfalls are Maung-mei waterfall, Pa-ket waterfall, Tha-yet-chaung waterfall and Taw-kyei waterfall. Visitors can have a boat ride and visit to the popular islands where they can enjoy the beautiful coral reefs and sea turtle nestling

beaches such as Moskos Islands and wildlife sanctuary and Bok Kyun. There are few planned CBT projects and one planned dive center nearby Dawei city. They are

(i)   CBT at San Hlan – is the ideal place where visitors can observe the rural fishing community, can do trekking and relax at the beach.

(ii)   CBT at Nyaw Byin – is the nice beach where visitors can feel the nature and fishing community.

(iii)   CBT at Hsin-phyu-taing - is a specific place to go cruising along the Tanintharyi River by rafts, swimming, kayaking, canoeing and eco-touring.

(iv)   Planned Diver center – located at Myin Kwar Aww beach and it is planned to develop dive center for visitors.

Myeik is situated in the southern region of Myanmar. It is a busy port town and center for the fishing, pearls, rice, dried fish and bird's nests. One of the attractions of Myeik area is cliffs, precious nests of swift birds dwell around these cliffs and marble lagoons. These birds are a very important regional icon and a beautiful sight to see. There is a pearl farming area which is renowned for its uniquely beautiful pearls. Natural pearl harvesting has been prominent since 1891. The pearl cultivation was introduced and is widely produced by local and foreign companies. The Myeik region produces some of the finest quality and highest valued very rare colorful pearls.

The archipelago is comprised more than 800 pristine islands varying in size. Myeik city is located in the far south of the region, lying in the Andaman Sea. Renowned for its crystal clean water, pristine white-sanded beaches and diverse marine life. This is heaven for nature lovers and those looking for a relaxing time in holiday. The famous islands as attraction are Mali island, Pein Nal island, Marcus Island, Thayawthadangyi island, Dome island, Mergui islands. Kaw Thaung is the southernmost town and one of the entry ports of Myanmar for visitors from Thailand. Across the Karaburi or Pak Chan river is Ranong, the border town of Thailand.

Figure 4.1 Map of Tourist Attractions in Tanintharyi

4.2 Survey Design

The most effective way to achieve the objective, it was attempted to collect the information and data from the literature and reviewed it. Then the structured questionnaire was responded by the local residents as main occupations are concerned with tourism activities, domestic tourists, international tourists and business owners who involves in tourism economic. And key informants interview was done, to get the accurate data concerned with tourist arrivals in the survey area and to know the activities of government for the ecotourism development of these areas asking to the personnel of directorate of the Ministry of Hotel and Tourism, Tanintharyi region, the relevant professionals of Association of Travel & Tour companies in the survey area to examine the situation of tourism industry. Combination of the information from the literature and those from research survey were analysed and then the results and suggestions of this study were generated. Both descriptive and analytical statistics were used in analyzing in qualitative and quantitative data. Microsoft words and excels were utilized for data processing and analyzing. Descriptive Statistics for table, figures were used for analyzing primary data getting from questionnaires, key informant interviews especially for the data concerning with tourism in the area. The information and explanation regarding to the respondents' feelings, expressions and perceptions obtained from survey interview were made to include in order to support the results from the qualitative data analysis.

4.3 Sample Size

There were two sample groups in which one survey for international tourists and domestic tourists to conduct 50 samples each from Dawei and Myeik areas. It was chosen subjectively because there was no accurate data for both of tourists. The second one was the local people conducting sample size of 150 respondents as purposive sample drawing samples from local people who settled in Dawei and Myeik areas and based on their economic activities mainly depend on tourism.

4.4 Survey Data Analysis

a. Gender

In the gender distribution of respondents' profile, it has been divided into three groups such as local people whose livelihoods are from tourism, international tourists and domestic tourists. Total number of local people is 150 respondents in which 47.33% are male, 52.67% are female. Concerning with the international tourists and domestic tourists, fifty respondents were selected to each group. 58% are male and 42% are female in international tourists. In domestic tourists group, 44% are male and 56% are female.

Table 4.1 Distribution of Respondents by Gender

| Gender | Number of Respondents | | | | | | Total | |
| | Local People | | International tourists | | Domestic tourists | | | |
	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%
Male	71	47.33	29	58	22	44	122	48.8
Female	79	52.67	21	42	28	56	128	51.2
Total	150	100	50	100	50	100	250	100

Source: Survey data 2019

b. Age

The respondents' age group has been coded three categories: 16-30, 31-45 and 46-60. Between 16-30 age groups is the highest in local people with 51.3% when international tourists and domestic tourists have 34% and 30% respectively. For 31-45 age group, there are 37.3%, 54% and 50% in local people, international and domestic tourist respondents respectively. According to the following table, domestic tourist respondents are mainly between the ages of 31-45. The last age group, 46-60 is the lowest number of respondents in three age classes with 11.3%, 12% and 20% respectively for each respondent group.

Table 4.2 Distribution of Respondents by Age

Age Group	Local People		International tourists		Domestic tourists		Total	
	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%
16-30	77	51.3	17	34	15	30	109	43.6
31-45	56	37.3	27	54	25	50	108	43.2
46-60	17	11.3	6	12	10	20	33	13.2
Total	150	100	50	100	50	100	250	100

Source: Survey data 2019

c. Education Level

Among three groups of respondents, international tourists and domestic tourists of respondents have no illiterate respondent. On the other hand, the distribution of local people by education level included three illiterate respondents. In primary education level, local people and domestic tourists respondents have 7.3% and 4% respectively. Again, there is no one who studied only primary level in group of international respondents. Secondary education level of respondents is the highest of local people with 11.3% and 4% for international tourists and 12% for domestic tourists. There are 20%, 24% and 20% of local people, international tourists and domestic tourists respectively for High School level status. Local people respondents have the lowest graduate level with 59.3% in compared with international tourists 72% and domestic tourists 64%.

Table 4.3 Distribution of Respondents by Education Level

Education Level	Local People		International tourist		Domestic tourists		Total	
	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%
Illiterate	3	2	0	0	0	0	3	1.2
Primary	11	7.3	0	0	2	4	13	5.2
Secondary	17	11.3	2	4	6	12	25	10
High School	30	20	12	24	10	20	52	20.8
Graduate	89	59.3	36	72	32	64	157	62.8
Total	150	100	50	100	50	100	250	100

Source: Survey data 2019

d. Marital Status

Within local people group, 42% is single and 58% is married. So, the numbers of married respondents are higher than single respondents but it is inversely proportional to international tourist respondents group because there are 58% for single and 42% for married. In the domestic tourists group, the percentage of single and married are 46% and 54% respectively. Totally, numbers of married respondents are more than the numbers of single respondents.

Table 4.4 Distribution of Respondents by Marital Status

Marital Status	Local people		International tourists		Domestic tourists		Total	
	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%
Single	63	42	29	58	23	46	115	46
Married	87	58	21	42	27	54	135	54
Total	150	100	50	100	50	100	250	100

Source: Survey data 2019

e. Place of Birth

The place of birth has been divided into four groups as Dawei district, Myeik district, Kaw Thaung district and Others. For Others, specially they are migrant people who came to Tanintharyi region due to tourism economic activities and some were married with the people who reside in the region. Most of the local respondents are from Dawei with 42.7% and the rest are 26%, 19.3% and 12% respectively.

Table 4.5 Distribution of Local Residents by Birth Place

Birth Place	Local People	
	Quantity (Unit)	%
Dawei	64	42.7
Myeik	39	26
KawThaung	29	19.3
Others/Migrant	18	12
Total	150	100

Source: Survey data 2019

f. Nationalities of International Tourists Respondents

According to the survey, most of the international tourists are from Asia and 42% are filled with Asian. European citizens stand second place with 36% and the rest are three Africans and eight American with 6% and 16%. As a result, Dawei and Myeik is popular for Asians and Europeans yet it is still in need of promoting more to attract North Americans and Africans.

Table 4.6 Nationality of International Tourists

Races	Quantity (Unit)	%
Asian	21	42
European	18	36
American	8	16
African	3	6
Total	50	100

Source: Survey data 2019

g. Residence of Domestic Tourists Respondents

According to the survey, many of domestic tourists are from Mon State and Yangon with 32% and 28% of respondents, followed by 14% from Kayin, 12% from Bago, 8% from Mandalay and 6% from other regions. It could be seen that the domestic tourists visiting to Dawei and Myeik are not only from nearby states like Mon and Kayin, but from other regions such as Yangon, Bago and Mandalay. So, nationwide people have interest to visit Dawei and Myeik.

Table 4.7 Residence of Domestic tourists

Region/State	Quantity (Unit)	%
Yangon	14	28
Mon	16	32
Kayin	7	14
Bago	6	12
Mandalay	4	8
Others	3	6
Total	50	100

Source: Survey data 2019

h. Occupation of International tourists and Domestic tourists respondents

The respondents of international tourists are mainly employed in private company with 20 respondents. According to survey, there is one farmer professional

in international respondents but there is farmer type of work in domestic respondents with 8%. Both international tourists respondents and domestic tourists respondents are listed at second place in the Government occupation group while own business group is listed at third. Therefore, most of the travelers are self-employed and working at private company for income sources.

Table 4.8 Distribution of International and Domestic Respondents by Occupation

Types of Occupations	International tourists		Domestic tourists	
	Quantity (Unit)	%	Quantity (Unit)	%
Private company	20	40	27	54
Government staff	12	24	9	18
Business owner	10	20	8	16
Farmers	1	2	4	8
Retired	7	14	2	4
Total	50	100	50	100

Source: Survey data 2019

4.5 Tourist Flows in Dawei and Myeik

Tourist flows in Dawei and Myeik is examined by two ways. One was conducting questionnaires to local people especially when would be the time for more tourists in Dawei and Myeik. Another is from secondary data analysis of Ministry of Hotel and Tourism, Tanintharyi Region. According to Ministry of Hotel and Tourism, Tanintharyi Region, the study areas have been integrated to be year round tourist season especially with many caravan tours that are coming into the region through border crossing cities from Thailand. However, it could not be year round tourist seasons according to local people responses tourism season is to be called summer period and the months with long school holidays.

The table which shows the tourists seasons in Dawei and Myeik as follow. Among one hundred and fifty local people respondents in six categories, school holidays are the main crowded seasons of domestic tourists with 31% by the respondents' answers. In Myanmar, school holidays are Thadinkyut holidays and

summer holidays. In the months of June to August group, only a few number of domestic tourists visited with only 8%. September to November group runs as third place with 19.3% respondents answering that because of Thadinkyut festival and holidays. However, there are still year-round domestic visitors who like to escape from everyday life and enjoy the nature in the region. For international tourists, December to February group listed as the first place and so December to February is considered as the high season of International tourists. Overall total 9 months from September to May is considered as crowded months with both domestic tourist and international tourists.

Table 4.9 Tourist Seasons in Dawei and Myeik

Tourist Seasons	International tourists		Domestic tourists		Total	
	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%
June-August	20	13.3	12	8	32	10.7
September-November	35	23.3	29	19.3	64	21.3
December-February	38	25.3	34	22.7	72	24
March-May (Summer School-holidays)	36	24	57	38	93	31
Year round	21	14	18	12	39	13
Total	150	100	150	100	300	100

Source: Survey data 2019

Table 4.10 Monthly Tourists Arrivals with Caravan Tour through border cities 2016-2018

Month	2016		2017		2018		Total	
	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%
January	-	-	-	-	-	-	-	-
-February	2	1.47	12	2.64	27	8.94	41	4.60
March	24	17.65	66	14.54	21	6.95	111	12.44
April	-	-	49	10.79	28	9.27	77	8.63
May	-	-	26	5.73	-	-	26	2.91
June	-	-	61	13.44	11	3.64	72	8.07
July	14	10.29	42	9.25	-	-	56	6.28
August	-	-	34	7.49	61	20.20	95	10.65
September	-	-	18	3.96	80	26.49	98	10.99
October	-	-	87	19.16	39	12.91	126	14.13
November	-	-	11	2.42	-	-	11	1.23
December	96	70.59	48	10.57	35	11.59	179	20.07
Total	136	100	454	99.99	302	99.99	892	100

Source: Survey data 2019

Table 4.11 International Tourist Arrivals to Dawei, Myeik and Kawthaung 2014-
2018

District	2014		2015		2016		2017		2018		Total	
	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%	Quantity (Unit)	%
Dawei	42224	15.7	46896	14.16	41203	12.16	8230	2.39	9302	2.59	147855	9
Myeik	9477	3.5	15085	4.55	9956	2.94	9822	2.86	7321	2.04	51661	3.15
Kawthaung	217058	80.8	269176	81.28	287779	84.90	325777	94.74	342109	95.37	1,441,899	87.84
Total	268759	100	331157	99.99	338938	100	343829	99.99	358732	100	1,641,415	99.99

Source: Survey data, 2019

International Tourist Arrivals to Tanintharyi through three border cities (2014-2018)
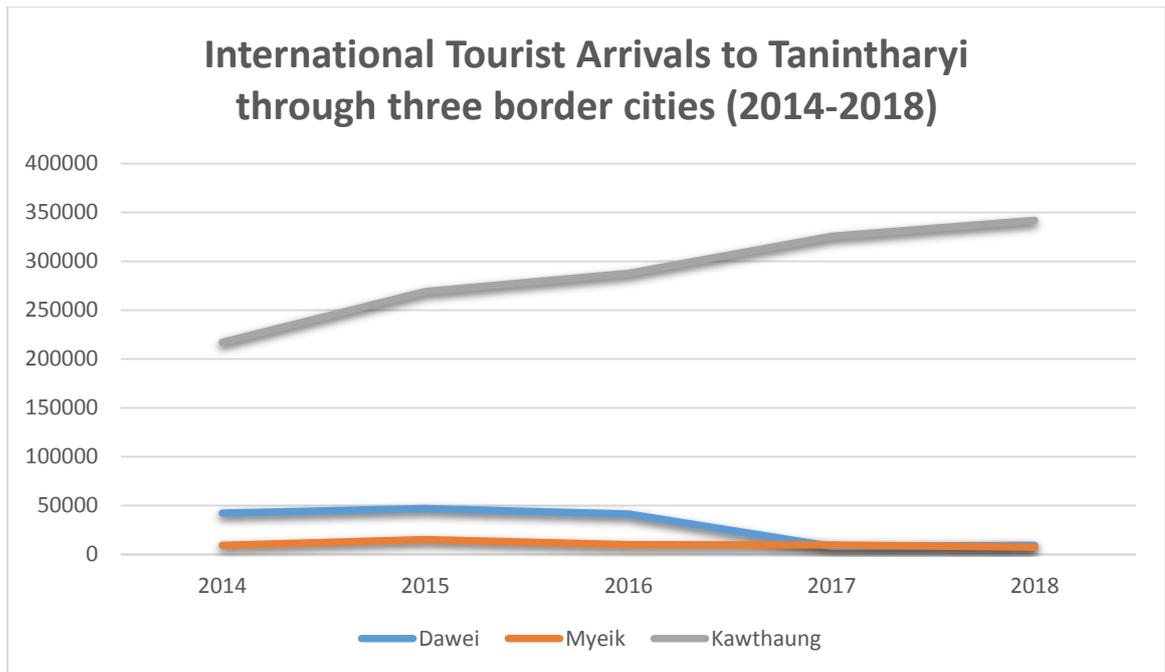
Source: Survey data 2019

Figure 4.2 International Tourists arrivals to Tanintharyi through three border cities

4.6 Economic benefits of tourism in the study area

a. Types of Tourism Economic Activities for Local People

Types of tourism livelihood for local people respondents is shown as follow in the table. Most of the respondents are working in the hotels, guesthouses and restaurants with 42%. The second most respondents with 24.67% are working with providing transportation services such as car, motorbike, tok-tok, bicycle, kayak, speedboat. The rest types of tourism livelihoods are working in souvenir shops, photographers, working in travel agencies and local tour leader and tour guides with 19.33% and 14% respectively.

Table 4.12 Distribution of Local people respondents by types of Tourism Economic

Types of Economic Activities	Quantity (Unit)	%
Hotel, Guesthouse, Restaurants	63	42
Souvenir Shop and photographers	29	19.33
Transportation services	37	24.67
Travel agencies and local guide	21	14
Total	150	100

Source: Survey data 2019

b. Monthly Income Situation of Local People Respondents

The monthly income analysis has been conducted to all local respondents who have monthly income and it was important to access the income generation through tourism economic activities. In the following table, 69.33% of respondents generate their income within a range of 9000-300000 kyats. For the ranges of 300,001-1,000,000 kyats and 1,000,001-2,000,000 kyats, merely seen as 21.33% and 9.33%. The maximum amount of monthly income is 2,000,000 kyats and the average income of local people is 382666 kyats.

Table 4.13 Distribution of Monthly Income by Local People

Income range	Quantity (Unit)	%
9,000-300,000 kyats	104	69.33
300,001-1,000,000 kyats	32	21.33
1,000,001-2,000,000 kyats	14	9.33
Total	150	100

Source: Survey data 2019

Table 4.14 The number of Hotels and Rooms in study area 2014-2018

	Dawei		Myeik		Total	
	Hotels	Rooms	Hotel	Rooms	Hotels	Rooms
2014	5	179	2	65	7	244
2015	9	358	11	442	20	800
2016	13	450	14	490	27	940
2017	15	483	14	500	29	983
2018	15	483	16	557	31	1040

Source: Survey data 2019

The tourism industry provides a diverse range of income and employment opportunities, and many of these offer opportunities to reduce the dependency of the communities on the natural resources of the survey areas. Examples include: employment in different types of accommodation and restaurants, and as tour guides; supplying food-related items, handicrafts and retail products to tourists, restaurants and hotels; providing tourism-related transport; and, working in the construction and building maintenance sectors where there are linkages to tourism growth and activity. The extent to which destination communities engage in tourism-related activity typically depends upon a variety of factors including: visitor numbers and markets, their length of stay and potential spending power; the size, nature and sophistication of the local economy; and, the skill sets and experience of destination communities to engage in tourism-related supply chains. This factor is especially significant in relation to maximizing opportunities to deliver ecotourism-related benefits to local communities.

## 4.7 Responsible Tourism Awareness of the local residents

Table 4.15 Environmental Conservation awareness of the local residents

Statement	Quantity(Unit)	Percentage(%)
Yes	137	91.33
No	13	8.67
Total	150	100

Source: Survey data 2019

Responsible tourism is very important for local people who mainly depend on tourism economic activities because it can narrow down the negative impacts of tourism. Since environmental conservation is essential in Ecotourism, to scrutinize the responsible tourism knowledge of local people in survey area, environmental conservation knowledge was conducted in the field survey and observation. Fortunately, 91.33% of local people answered that they know how important of the conservation of environment and the natural resources. Due to the key informant interview of directorate of MOHT Tanintharyi district branch responded that not only local people but also the government staffs who working related with tourism service sectors know how to be responsible for sustainability of tourism in the region. Only those 8.67% who are afraid of the visitors who coming to the region and shy to stop them when the visitors are doing forbidden behaviors.

Figure 4.3 Local people's attitudes towards eco-tourism development

Local People's attitudes towards Eco tourism Development

positive — 52% / 78
neutral — 28% / 42
negative — 20% / 30

Percentage(%)
Quantity(Unit)
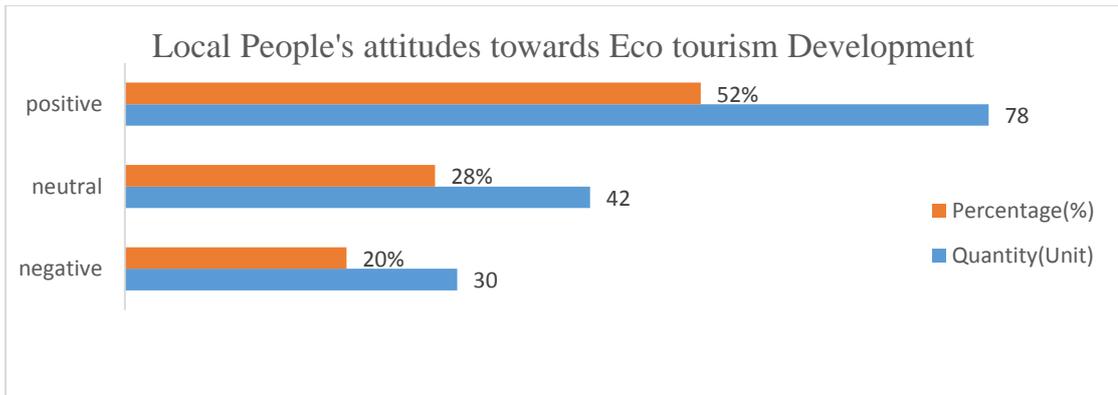
Source: Survey data 2019

   Attitude towards ecotourism, the economic opportunities, and environment conservation of the respondents were conducted to analyze whether its result came out positive or negative. Positive sustainable development consists of education support, income generation, employment opportunities, and good infrastructure on the other hand negative sustainable development consists of increasing living cost, erosion of traditional cultures and values and bringing child cases. Nearly two third of respondents answered that they had positive attitudes towards tourism development in the survey areas. Only 30 numbers of respondents had negative attitude and there also included the respondents who had neutral statement of attitude towards tourism development. Therefore, many local people were preferred the tourism development of survey areas and believed it brought positive development to their region. Moreover, they all seemed willing to receive many more international and domestic tourists visiting to the survey areas for seeing their beautiful nature so it clearly pointed out they had positive attitude of tourism development in the survey areas.

Table 4.16 Local residents' awareness towards social condition changes

	Statement	Quantity(Unit)	Percentage(%)
Education Support	Yes	77	51.33
	No	73	48.67
Living Standard Condition	Yes	96	64
	No	54	36
Behavioral Changes	Yes	118	78.67
	No	32	21.33
Crimes Cases	Yes	4	2.67
	No	146	97.33
Child Labor	Yes	15	10
	No	135	90

Source: Survey data 2019

4.6 Perceptions of the respondents in potentiality on sustainable ecotourism development in the survey area

Concerning of potentiality in ecotourism, the considered socio-cultural, environmental and economic factors are analyzed as follow from local residents, international tourists and domestic tourists.

(a) Socio-cultural perception of the respondents in potentiality on sustainable ecotourism in the survey area

Table 4.17 Socio-cultural perception of the respondents in potentiality on sustainable ecotourism in the survey area

Socio-cultural perception	Mean	Standard Deviation
ecotourism builds up social solidarity as people worked together to develop	3.55	0.96
ecotourism brings infrastructure improvement for sustainable development	3.46	1.04
ecotourism creates behavioral changes in society	3.34	1.17
ecotourism creates education support, living standard condition improvement	3.30	1.18
ecotourism will create crime cases and child labor more	2.70	1.32

According to the table 4.17, the questionnaire design was to measure the respondents' socio-cultural perception on the potentiality on ecotourism to be sustainable and developed in the survey area. The data shows that ecotourism builds up social solidarity as people worked together to develop in which the mean score is 3.55 and the standard deviation is 0.96. It shows that ecotourism activities and services can make community closer to work together and it helps the area to develop as a social improvement. The second highest is that ecotourism brings infrastructure improvement for sustainable development in which the mean is 3.46 and the standard deviation is 1.04. The respondents pointed out that there will be more accessible roads and recreational buildings with the tourism improvement. The third highest is

that ecotourism creates behavioral changes in society in which the mean is 3.34 and the standard deviation is 1.17. The respondents pointed out that there would be competition among locals and it would change the behavior of people as the result of the emergence of economic benefits to some local people. The respondents assumed that ecotourism will create education support, living standard condition improvement in which the mean is 3.30 and the standard deviation is 1.18. The last the respondents responded is ecotourism will create crime cases and child labor in which the mean is 2.70 and the standard deviation is 1.32

(b) Environmental perception of the respondents in potentiality on sustainable ecotourism in the survey area

Table 4.18 Environmental perception of the respondents in potentiality on sustainable ecotourism in the survey area

Environmental perception	Mean	Standard Deviation
ecotourism will restrict of wood for local use in Dawei/Myeik area and a decrease in firewood collection	3.13	1.38
ecotourism will help for the improvement of household rubbish disposal	3.44	1.31
ecotourism will encourage local to look after the forests, islands and beaches	3.80	1.15
an increase quantity of plastic bags and plastic drinking bottles at beaches and islands	3.43	1.21
more environmental awareness of local people	3.47	1.19

Source: Survey data 2019

According to the table 4.18, the questionnaire design was to measure the respondents' environmental perception on the potentiality on ecotourism to be sustainable and developed in the survey area. The data shows that ecotourism will encourage local to look after the forests, islands and beaches, in which the mean score is highest, 3.80 and the standard deviation is 1.15. It shows that there is potentiality of environmental sustainability that helps for ecotourism development. The second highest is that ecotourism will lead local people to more environmental awareness in which the

mean is 3.47 and the standard deviation is 1.19. The third highest is measured that ecotourism will help for the improvement of household rubbish disposal in which the mean is 3.44 and the standard deviation is 1.31. It shows that it will help local residents for proper littering habit. The respondents pointed that there would be an increase quantity of plastic bottles at beaches and islands in which the mean is 3.43 and the standard deviation is 1.21 as they concern especially with domestic tourists. And the last point is that ecotourism will help to restrict of wood for local use in the survey area and a decrease in firewood collection in which the mean is 3.13 the lowest, and the standard deviation is 1.38 as they still concern that some local people will still in need of collecting wood for housing and cooking purpose.

(c) Economic perception of the respondents in potentiality on sustainable ecotourism in the survey area

Table 4.19 Environmental perception of the respondents in potentiality on sustainable ecotourism in the survey area

Economic perception	Mean	Standard Deviation
ecotourism will sustainably create job opportunities for locals	3.64	1.04
ecotourism will sustainably generate extra income for locals	3.32	1.18
all villages can access ecotourism jobs	3.05	1.32
income from all tourist service jobs are sufficient	3.19	1.27
ecotourism will create equal and fair distribution of income	3.09	1.31

Source: Survey data 2019

According to the table 4.19, the questionnaire design was to measure the respondents' economic perception on the potentiality on ecotourism to be sustainable and developed in the survey area. The data shows that ecotourism will sustainably create job opportunities for local in which the mean is highest 3.64 and the standard deviation is 1.04. It shows a good signal that it is economical potentiality to sustain ecotourism as job opportunities help the local residents. The second highest is that ecotourism will sustainably generate extra income for locals, in which the mean is

3.32 and the standard deviation is 1.18. The third highest is that the respondents concern with income from all tourist service jobs are sufficient in which the mean 3.19 and the standard deviation is 1.27. The two lowest are relatively pointed out that ecotourism will create equal and fair distribution of income and all villages can access ecotourism jobs. It shows the respondents' concern that not all villages can access ecotourism jobs and as a result, it will create low equal and fair distribution of income.

CHAPTER 5

CONCLUSION

5.1 Findings

Assessing tourists' flows play essential role to enhance further tourism development in Dawei and Myeik areas. Tourist flows for international tourists from border gateways were rising gradually year after year in Tanintharyi region under secondary data, primary data and field observation. In case of domestic tourists, although there is no secondary data, the number of domestic tourists were soaring up based on key informant interview and focus group discussion of local people. As a consequence, the findings for tourist flows of both international and domestic were increasing arrivals in Tanintharyi Region. Due to the secondary data, with the increasing tourist flows, there was an increasing number of rooms and hotels in the survey areas.

According to the survey interviews, many residents acknowledged that roads were improved and better than before. Yet, the residents claimed that there are still some problems concerning transportation in rural villages especially in rainy season since roads were not constructed to use cars. And the train transport was still needed to enhance for the convenience of the visitors.

Employment opportunities, income generation and their economic activities of local people were seen as an economic impact. Employment opportunities in survey area were the highest position with almost all people can find a job easily in survey areas within their population although some are going Thailand for other well-paid jobs. So, the finding pointed out employment situation in survey area are going well and supporting local people through tourism development. Based on three groups of economic activities in survey area, hotels and guest houses group could run their tourism economic activities very well in compared with the rest two groups which were souvenir shops group and transportation services and local tour guides group. Although most of the local people economic activities rely on agriculture,

mining and fisheries, these tourism economic activities are involved in the development. The income situation between the rest two groups were no have great disparity. Besides, based on interview and group discussion, the income generation became higher than previous three years. In employment case, the finding was quite obvious because tourism development created job opportunities for local people. Only very small amount of people changed their jobs in the tourist low season.

Education support, change of living standard, Myanmar traditional norms and behaviors are seen as positive social affect. The positive social affect was high therefore those positive social impacts could be maintained to be better situation. The negative social impact assessment measured with child rate, sex tourism, child labor criteria. The outcome of negative social impact turns into totally positive ones because the finding shows there was no negative social impact of ecotourism in survey area other than a very few number of conflicts between the visitors and the residents. Those negative matters minimized as much as the local people controlled to be a sustainable development with ecotourism.

5.2 Suggestions

To enhance Ecotourism development and its sustainability, the following suggestions are to be considered in the survey area.

From the government side, fully implementation of 14 key objectives under six strategic programs of Ecotourism strategy and leads to the Responsible Community Involvement in Tourism, adopting and strengthening better regulation for social and environmental issues as it relates to the Ecotourism sector, building the capacity of policy, regulatory and inspection authorities at regional level, increasing awareness of relevant regulatory and policy frameworks and raising transparency are required.

From the business owners and investors of the tourism side, supporting the principles of the government's implementation of the ecotourism policies, plans and strategies which relate to sustainable and responsible ecotourism, committing to applying international social, environmental and human rights standards and undertake due diligence in the business, practicing enhanced human rights due diligence on particular issues, ensuring the participation of communities in tourism

development, taking collective action to address to environmental, social and human rights issues, strengthening the governance of the Myanmar Tourism Federation (MTF) and its member organization; are required.

From the tourists' side, respecting local Myanmar culture and traditions, the environment, and women's and children's rights, support the development of sustainable ecotourism in survey area are strongly encouraged by not buying and damaging forbidden nature items.

From the community side, conducting responsible activities for better environment, engaging actively in EIA consultations related to tourism development projects and disclosure processes, reporting on negative impacts on ecotourism and highlight ways in which these could be mitigated in line with national law and international standards.

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APPENDICES I

Questionnaire for Local residents, Domestic Tourists and International Tourists

1. What is your occupation?
   <u>Domestic tourists and International tourists</u>
   ☐ Private company   ☐ Government staff   ☐ Business owner
   ☐ Farmers   ☐ Retired
   <u>Local residents</u>
   ☐ Hotel, Guesthouse, Restaurants   ☐ Souvenir shop and photographers
   ☐ Transportation services   ☐ Travel agencies and local guide

2. What is your age group?
   ☐ 0-20   ☐ 21-30   ☐ 31-40   ☐ 41-50
   ☐ 51-60   ☐ 61 and above

3. Education level
   ☐ Illiterate ☐ Primary ☐ Secondary ☐ High School ☐ Graduate

4. ☐ Male   ☐ Female
5. ☐ Single   ☐ Married
6. What is your hometown? / Where do you come from?
7. Have you heard of ecotourism and do you know what it is?
   ☐ Yes
   ☐ No

8. If yes, have you engaged in any form of ecotourism?
   ☐ Yes   ☐ No   ☐ Not sure

9. If yes, what was it?

   _____

   ___

10. Did you know tourism is the world's largest growing industry and that ecotourism is the fastest growing segment?
    ☐ Yes   ☐ No

11. What do you think ecotourism involves?
    ☐ Dress appropriately when entering religious buildings of a certain culture or religion
    ☐ Being conservative and thoughtful about your usage
    ☐ Taking long showers and using excess electricity
    ☐ Spending money at local markets
    ☐ Spending money at resort shops and restaurants

- [ ] Staying at a resort in a third world country
- [ ] Support for locals
- [ ] Taking "souvenirs" from nature parks and reserves
- [ ] Sensitivity and appreciation of culture and biodiversity
- [ ] Low impact visitor behavior
- [ ] Donating to local communities and keeping money within the community

12. Do you believe tourism has impacted the environment?

- [ ] Yes
- [ ] No

13. Do you believe ecotourism will restrict of wood for local use in Dawei/Myeik area and a decrease in firewood collection?

- [ ] Very positive
- [ ] Positive
- [ ] Neutral
- [ ] Negative
- [ ] Very negative

14. Do you believe ecotourism will help for the improvement of household rubbish disposal?

- [ ] Very positive
- [ ] Positive
- [ ] Neutral
- [ ] Negative
- Very negative

15. Do you believe ecotourism will encourage local to look after the forests, islands and beaches?

- [ ] Very positive
- [ ] Positive
- [ ] Neutral
- [ ] Negative
- [ ] Very negative

16. Do you believe there will be an increase quantity of plastic bags and plastic drinking bottles at beaches and islands because of ecotourism?

☐ Very positive

☐ Positive

☐ Neutral

☐ Negative

☐ Very negative

17. Do you believe there will be more environmental awareness of local people because of ecotourism?

☐ Very positive

☐ Positive

☐ Neutral

☐ Negative

☐ Very negative

18. Do you believe ecotourism builds up social solidarity as people worked together to develop?

☐ Very positive

☐ Positive

☐ Neutral

☐ Negative

☐ Very negative

19. Do you believe ecotourism brings infrastructure improvement for sustainable development?

☐ Very positive

☐ Positive

☐ Neutral

☐ Negative

☐ Very negative

20. Do you believe ecotourism creates behavioral changes in society?

☐ Very positive

☐ Positive

☐ Neutral

☐ Negative

☐ Very negative

21. Do you believe ecotourism creates education support, living standard condition improvement?

☐ Very positive

☐ Positive

☐ Neutral

☐ Negative

☐ Very negative

22. Do you believe ecotourism will create crime cases and child labor more?

☐ Very positive

☐ Positive

☐ Neutral

☐ Negative

☐ Very negative

23. Do you believe ecotourism will sustainably create job opportunities for locals?

☐ Very positive

☐ Positive

☐ Neutral

☐ Negative

☐ Very negative

24. Do you believe ecotourism will sustainably generate extra income for locals?

☐ Very positive

☐ Positive

☐ Neutral

☐ Negative

☐ Very negative

25. Do you think all villages can access ecotourism jobs?

☐ Very positive

☐ Positive

☐ Neutral

☐ Negative

☐ Very negative

26. Do you think income from all tourist service jobs are sufficient?

☐ Very positive

☐ Positive

☐ Neutral

☐ Negative

☐ Very negative

27. Do you think ecotourism will create equal and fair distribution of income?

☐ Very positive

☐ Positive

☐ Neutral

☐ Negative

☐ Very negative

For Local visitors and International tourists only

28. Is this the first time to visit Dawei/Myeik?   ☐ Yes   ☐ No

If no, please mention how many time have you been to Dawei/Myeik
_____

29. What kind of transportation did you use to come to Dawei/Myeik?

☐ By Car ☐ By Express Bus ☐ By Train ☐ By Air ☐ By Sea

30. What kind of transportation do you use when you visit in and around Dawei/Myeik?

Sorts of equipment	Tick the followings
Ebikes	
Bicycles	
Van or car	
Boat	
Cruise	

31. How do you come to Dawei/Myeik?

☐ By tour company arrangements   ☐ By your own arrangements (FIT)

32. Do you come to Dawei/Myeik by alone or with group?

_____

33. Where do you stay in Dawei/Myeik? Please mention the name of hotel or guesthouse.

34. How many days do you live in Dawei/Myeik?

_____

85

35. Do you think the cost of visiting to Dawei/Myeik is reasonable?

☐ Yes ☐ No

36. Do you think the restaurants' cleanliness and services in Dawei/Myeik is good?

☐ Yes ☐ No

37. How do you rate the road conditions of tourism sites in and around Dawei/Myeik?

Road conditions of Ecotourism sites	Good	Bad
Tourism sites of Dawei		
Tourism sites of Myeik		

38. Do you think the local people of Dawei/Myeik usually wear traditional Myanmar clothes more in compared with other cities which you have been?

☐ Yes   ☐ No

39. Any other suggestion for the improvement of tourism development in Dawei/Myeik?

_____

40. Will you visit to Dawei/Myeik in the future?

☐ Yes   ☐ No

41. What is the most unfavorable event during your visit to Dawei/Myeik?

_____

Local residents only

42. What kind of tourism services do you do?
   ☐ Hotel and Guest House Service ☐ Food and Restaurants Service
   ☐ Souvenir shops   ☐ Transportation Service
   ☐ Staff from Hotel or Guesthouse ☐ Staff from restaurants
   ☐ Staff from Souvenir shop   ☐ Car or boat or bike driver
   ☐ Local tour guide

43. Are you a staff or owner of this work? _____

44. If you are a staff, how long have you worked in here? _____

45. If you are an owner, is this work family contribution or doing alone?

_____

46. Is this your main work depending on tourism?

☐ Yes   ☐ No

47. Do you earn money regularly?

☐ Yes   ☐ No

48. If yes, how much money do you earn from this work per day or per month?

49. If no, how does it depend on?

50. Which months are the international tourist seasons in Dawei/Myeik?

51. Which months are the domestic tourist seasons in Dawei/Myeik?

52. Do you think numbers of domestic tourists are much more than international tourists?

53. After tourist peak season, do you change another work?

☐ Yes ☐ No

If yes, please specify what type of work

----

54. Who are the targets of your work?

☐ Domestic tourists ☐ International tourists

☐ Only local residents ☐ Both domestic and international tourists

☐ All

55. Do you think tourism development can create jobs for local people?

☐ Yes ☐ No

If yes, the reasons are _____

If no, the reasons are _____

56. What benefits do local people get from tourism development?

☐ Transportation ☐ Electricity ☐ Telecommunication

☐ Language Improvement ☐ Living Standard ☐ Other