CO-OPERATIVE UNIVERSITY, SAGAING

DEPARTMENT OF STATISTICS

MASTER OF APPLIED STATISTICS

RESIDENTS' ATTITUDES TOWARD TOURISM DEVELOPMENT IN MIN KUN, SAGAING

EI SHWE SIN MIN HTUN

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This thesis is submitted to the Board of Examiners in partial fulfillment of the requirement for the degree of Master of Applied Statistics.

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ACCEPTANCE

This is to certify that this paper entitled "**Residents' Attitudes Toward Tourism Development in Min Kun, Sagaing**" submitted as a partial fulfillment towards the degree of Master of Applied Statistics has been accepted by Board of Examiners.

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ABSTRACT

Tourism development depends on host residents' attitudes because residents are key stakeholders in critical decision-making and provide the necessary labor power for tourism development in their community. This study is tourism development in Min Kun, Sagaing in which is abundance of natural scenery and tourist attracted area in Myanmar. Therefore, this study investigated the tourism development effect of environmental impact, social impact, economic impact, and cultural impact in Min Kun area. The required information of 340 residents are collected by ways of personal interview. This study analyzed on primary data collected among local community in Min Kun area by using simple random sampling method and secondary data published from Ministry Hotel & Tourism. Statistical analyses such as descriptive method, reliability analysis and multiple regression analysis were used according to the respective objectives of the study. It is found that residents' attitudes and tourism development are statistically significant. According to the study results, the significant positive economic impacts of tourism are increased employment, increased income opportunities, enhanced living standard, improved in infrastructure, and new business linkages and opportunities. Tourism development in Min Kun area would help for community development and employment opportunities for local people while need consideration for systematic plan of environmental protection by both local community and visitors.

ACKNOWLEDGEMENTS

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LIST OF ABBREVIATIONS

ADB	Asian Development Bank
ANOVA	Analysis of Variance
BEDS	Burma Economic Development Corporation
CBT	Community Based Tourism
CIT	Community Involvement in Tourism
GDP	Gross Domestic Product
GOM	Government of Myanmar
IFC	Irrawaddy Flotilla Company
MANAOVA	Multivariate Analysis of Variance
MOHT	Ministry of Hotels and Tourism
NGO	Non-Government Organization
SEM	Structural Equation Model
SPDC	State Pace and Development Council
SLORC	State Law and Order Restoration Council
TIS	Tourism Information Service
VIF	Variance Inflation Factor
WTO	World Tourism Organization

CHAPTER 1
INTRODUCTION

Tourism is making a demand as one of the largest and fastest growing industries in all over the world. It is observed as a very significant means of benefit to local communities. The success of tourism industries closely depends on the attitudes of the local residents. An understanding of local residents' attitudes towards tourism development is important in achieving a local community's support for tourism development. The importance of tourism nowadays is determined by the several roles: economic impact of tourism, social impact of tourism, cultural impact of tourism, environmental impact of tourism played by tourism development in any area and tourism's ability to create a positive impact based on residents' attitudes: business, wealth related to tourism, dynamism, income enhancement, infrastructure, international moving people and assets to the local community.

Tourism helps to increase the quality of life but may cause declining of local tradition and increasing crime rate. Tourism has both positive and negative economic and other impacts on residents. The success of tourism development also depends on the policies and correct plan. The history of residents' attitudes toward tourism and the success of the tourism industry are very old. It has been found that if the local residents do not show friendly attitudes toward the tourist then will hinders the success of the tourism industry.

Tourism development could drive the enhancement of national income and international tourism the demands that tourism benefits have become the key source of national revenue. According to the estimation of World Tourism Organization (WTO), tourism industry is the mostly full of vitality in the 21st century. The development of tourism of benefits is the primary policies in the world for revitalizing the economic development. It is the primary consideration to formulate an appropriate culture policy for tourism development to preserve local cultural heritage and enhance the cultural heritage tourism industry as well as prevent local residents' life.

The impacts of tourism development, community's intensity and magnitude, vary from place to place, depending on the characteristics of each place, the activities developed in each place and the residents' attitudes and tourists. The tourism impacts in host communities are usually classified as positive or negative, under the headings of economic impact, social impact, cultural impact and environmental impact.

The sustainable development of tourism industry not only requires a harmonious relationship between the host residents and the industry, but also between the residents (hosts) and tourists (guests). Therefore, the interaction between host residents and visiting tourists has drawn more research attentions. The residents are not included in the decision making for tourism development terminated by excessive negative resident sentiment toward tourism development. Thus, residents are played an active role in the process, facilitation, and development of positive attitudes toward tourism is very important for the sustainability of tourism. For these reasons, research on residents' attitudes toward tourism development has become numerous tourism scholars.

The study related to community's attitudes by focusing on the major economic impact, social impact, cultural impact, and environmental impact toward tourism development. There have been several factors identified as influencing residents' attitudes toward tourism development.

1.1 Rationale of the Study

Residents' attitudes towards tourism have been studied in academic research for over 40 years. Ap and Crompton (1998) concluded that "for tourism to thrive in an area tourism's needs support from the area's residents". It is important that residents have the tourism knowledge and positive attitudes toward the tourism industry for the success of a tourism destination. The residents' attitudes towards tourism development can be increased by improving both tangible and intangible benefits that the populations accept from involving directly in decision-making processes. The host community attitude towards tourism is one of important indicators for sustainable tourism development. Both community participation and recognition of the role of traditional values have recognized as fundamental to the success of tourism development projects.

The residents' attitudes towards tourism development are quite significant because the success and sustainability of tourism development depends on the support of the local residents. Many studies recognize the importance of local community support, which has been a growing area of research. Although most of the research evaluated the economic impacts of tourism on residents' perception, other dimensions were also studied by the researchers such as cultural impact, social impact, and environmental impact of tourism. The perception of residents toward tourism is varied

based on the tourism contribution to community life. The more positive the impact of tourism on the local community life, the more supportive toward tourism local community will be. Most of the studies measured the residents' perception toward tourism after the tourism development took place while a few studies aimed to identify the perception of the residents' prior tourism development. The goal of tourism development is to increase the quality of life of the residents in a given host community. The overall purpose of tourism development should be to enhance the quality of residents' lives by addressing the economic impact, social impact, cultural impact, environmental impact, and other benefits of tourism.

As a developing country with a large diversity of resource, Myanmar is expecting a large arrival of tourists with the opening up of the country. Myanmar is becoming an emerging tourism destination and fast-growing industry for economic development in South East Asia. Myanmar government is likely to make major commitments to develop the tourism sector in the future, integrating tourism in the national development plan and several policies have been developed.

Among them, Min Kun is one of the tourists attracted to areas in Myanmar. Tourists can make a trip to Min Kun, Sagaing Division to observe one of the most famous pagodas in the world: The Min Kun Pahto Taw Gyi Pagoda, Mya Thein Tan (Hsinbyume) pagoda and Min Kun Bell. In the areas with strong cultural attitudes, people attitudes towards tourism development might be positive or negative depending on local lifestyle. This study will also support Min Kun's future tourism development plans by establishing a better understanding of the residents' attitudes and knowledge of the tourism industry. The purpose of this study is to investigate the effect of tourism development impacts, tourism attractiveness and tourism development support policy on the resident's attitude in Min Kun, Sagaing Division.

1.2 Objectives of the Study

The objectives of this study are:

1. to identify the tourism sector development in Sagaing.
2. to investigate residents' attitudes toward tourism development in Min Kun area, Sagaing.

1.3 Method of Study

Both primary and secondary data were applied in this study. The total households in Min Kun village are 1919 households. Among them 340 households are selected to analyze tourism development based on residents' attitudes by using simple random sampling method. Sample size was determined based on Taro Yamane's sample size formula. The statistical techniques included reliability test, multiple regression model and descriptive analysis.

1.4 Scope and Limitations of the Study

This study is conducted tourism development based on residents' attitudes of Min Kun, Sagaing Division. The study focused on issues pertaining to attitudes of local people living around Min Kun towards tourism development. The households which are selected 340 households from 1919 households in January, 2021were observed. The statistical model for reliability test and multiple regression models were applied. The require information and secondary data was obtained from Myanmar Tourism Statistics released by Ministry of Hotel and Tourism, Sagaing.

1.5 Organization of the Study

The study is structured in six chapters. Each of these explores and presents a different aspect of the research investigating the attitudes of local residents toward Min Kun area. Chapter 1 presented introduction. Chapter 2 is the literature review, showing the literature on the main constructs of the topic. Chapter 3 is the methodology of the research. Chapter 4 presented tourism development sector in Sagaing. Chapter 5 is analysis of tourism development based on residents' attitudes in Min Kun area. Finally, Chapter 6 presented conclusions that provide a summary of the study.

CHAPTER 2
LITERATURE REVIEW

The purpose of this chapter is to summarize and evaluate the existing academic literature about residents' attitudes, and the level of tourism knowledge in establishing a sustainable tourism destination. This chapter discusses issues relating to the concept of local residents and the participation in tourism development, local residents' attitudes, factors that influence towards tourism development.

2.1 Residents' Attitudes

"Attitudes are intellectual, emotional, and behavioral responses to events, things, and persons which people can learn over time" (Fridgen, 1991, p. 43, as cited by Latkova, 2008). The Oxford definition of attitude can be considered relevant to that used in literature about residents' attitudes toward tourism. Consistent with this definition, Allport (1966, p. 24) defined attitude as "a state of mind of the individual toward a value". Attitude is also defined as an enduring disposition toward a particular aspect of one's environment (McDougall & Munro, 1987). Similarly, attitudes are predispositions or action tendencies towards some objects (Kurtz & Boone, 1984). Perceptions and beliefs of reality reinforced the attitudes, but are closely related to values, and personality. Unlike opinions, attitudes do not change quickly (Getz, 1994). According to Alreck (2004), attitude is always focused on some object, which can be a physical or material thing, a person or group, or an idea or issue. Residents' attitudes has three parts: (1) what the person knows or believes about the topic, (2) how the person feels about the topic or how it is valued, and (3) the likelihood that the individual will take action based on the attitude.

2.2 Types of Impacts

The most common impacts of tourism on local communities can generally be grouped into four categories: economic impact, social impact, cultural impact and environmental impact. The four categories are interrelated and are inevitable elements of tourism development. While tourism impacts are different to each community, research has identified some trends across a variety of tourist destinations (Cook, Yale, and Marqua (2006)).

2.2.1 Economic Impact of Tourism

Tourism can bring many economic benefits to host communities, although tourism can also bring economic cost (Swarbrooke, 1999). Potential positive economic impacts of tourism help to gain support from various stakeholders. Tourism stakeholders can be attracted by the potential increases in government revenue. The positive economic impacts of tourism are some of the better known impacts from tourism by the general public. However, the concept of economic sustainability is not nearly as well known. Some economic benefits include employment, increased income levels, diversification of local economy, increased local government revenue, and a contribution to the local economy from the multiplier effect, help keeping local business viable, and stimulate inward investment (Andereck, et al., (2005) and Swarbrooke, (1999)). The tourism industry helps create jobs in a variety of industries beyond tourism, such as construction, and transportation (Klupiec, 2001). Swarbrooke (1999) explains a major issue of economic sustainability is ensuring that what tourists are paying equals the associated cost, or the level of which the tourism industry is subsidized by the public sector.

Economic costs include low paying jobs, the opportunity cost of pursuing tourism development, necessary infrastructure investment, increased cost of living for residents, and an over-reliance on tourism (Andereck, et al., (2005) and Swarbrooke, (1999)). Many of the jobs created directly from the tourism industry often require little formal education, and 21 are relatively low paying (Klupiec, 2001). As the number of tourists visiting a destination increases, the stress on the host community increases as well. For example, more tourists driving on the roads in the community will increase the roads damage and require additional maintenance work. Murphy (1985) uses an example from Hawaii in 1968 that identified the following increased cost for every visitor to Hawaii: highways, airports, police protection, fire protection, sewerage, natural resources, and local parks and recreation. The total variable cost per visitor-day was $0.69 in 1968 (Murphy, 1985).

2.2.2 Social Impact of Tourism

The social aspect of sustainable tourism typically does not receive the same amount of attention as the other aspects of tourism. Sometimes this can be attributed to the fact that socio-cultural impacts usually occur slowly over time and are intangible, although social impacts are usually lasting, and not always correctable (Swarbrooke, 1999). The presence of tourism in a host community will "affect people's habits, daily routines, social lives, beliefs, and values" (Dogan, 1989, p. 217). The tourism industry's social impacts on destination areas contribute to both positive and negative changes to residents' way of life (Mathieson & Wall, 1982). From a social perspective, positive impacts of tourism include an increase in recreational facilities, more entertainment options, and improved police and fire protection, all of which benefit residents. Negative impacts may include an increase in crime rate, pollution, crowding, and traffic congestion (Kreag, 2001).

A great deal of the literature in this field discusses that even though residents may support tourism, they have a strong sense of the tourism industry's social and environmental impacts in their community. King, Pizam, and Milman (1993) surveyed 199 households in Nadi, Fiji concerning the residents' perceptions of tourism's social impacts. According to King et al., (1993) the results indicate that residents in host communities possess concurrent positive and negative feelings toward the tourism industry, although economically dependent on tourism. Research has been successful in classifying some of the main social impacts of tourism. However, the social implications of tourism on host communities are immense and entirely case dependent in regards to how and on what scale individual tourist destinations experience tourism. Identifying the positive and negative impacts of tourism that residents benefit from or endure is an essential tool to mitigate problems while encouraging what is working.

2.2.3 Cultural Impact of Tourism

Similar to the other dimensions of sustainability, the presence of tourism can offer positive as well as negative impacts. The level of positive and negative impacts varies depending on the cultural structure of the host community and the level of tourism development. Dogan (1989) stated that some of the major negative impacts can include a decline in cultural traditions, rise of materialism, increase in crime rates, social conflicts, and crowding. Major draws for tourists are the cultural traditions of

the host community. The cultural traditions sometimes motivate tourist to visit third world countries, which are often at the greatest risk for negative cultural impacts. In some cases, the presence of mass tourism requires host communities to replicate their traditional ceremonies beyond the normal level, creating a loss in authenticity (Dogan, 1989).

Similarly, the purpose of the reenactment of traditions can change with the presence of tourism. Prior to the presence of tourism, traditions are preformed simply because they are traditions and parts of everyday life. After tourism is introduced, "the cultural institutions of the host societies are presented to tourists for economic purposes, thereby becoming a commercial activity and losing their authentic meaning and identity" (Dogan, 1989, p. 219). Loss of authenticity is a growing concern in tourism. Tourists are increasingly seeking to learn experience about different cultures than residents' own. Tourists desire authentic experiences, but if a host community loses its authenticity, it is only a matter of time before the tourists react and demand declines. Although the respondents acknowledged differences between local culture and the visitors came in contact with, residents did not report negative feelings toward the tourists. The residents expressed mostly positive feelings towards tourists and the tourism industry.

2.2.4 Environmental Impact of Tourism

The natural environment at a destination has a close relationship to the tourism industry. Often it is the environment that attracts tourists, but tourism stakeholders commonly overlook the importance of the local environment when their goal is capturing economic gains (Choi & Sirakaya, 2005). Therefore, the deterioration of the environment should be the first sign of trouble for a host community (Murphy, 1985). Inskeep (1991) offers a broad definition of the environment as comprising "all the natural and cultural surroundings of people" (p. 339). This offers a great starting point. However, it does not clarify that environment includes both natural and built components (Inskeep, 1991). The environment can be broken down into five components: the natural environment, wildlife, farmed environment, built environment, and natural resources (Swarbrooke, 1999). These different components are not mutually exclusive. Interactions can exist between the different components such as the interaction between a managed forest and wildlife in the area. Due to the

relationships between the components, it is beneficial to think of the environment holistically or as an ecosystem (Swarbrooke, 1999).

Tourism can result in both positive and negative impacts on the environment. As more tourists are introduced to a host community, the chances of inducing stress on the local environment increases (Murphy, 1985). Negative impacts can include water pollution, air pollution, noise pollution, visual pollution, ecological disruption, and the creation of environmental hazards (Inskeep, 1991). Tourism often develops in beautiful and fragile environments, which may be at greater risk for negative impacts (Andereck, et al.). As a result, sand is brought in multiple times a year to maintain a consistent waterline (Klupiec, 2001). Positive environmental impacts may include conservation through financial incentive, and increased awareness of environmental issues (Swarbrooke, 1999). Sometimes tourism can even improve environmental quality by giving incentives to clean-up and create access points to natural attractions (Inskeep, 1991). Swarbrooke indicates that some researchers feel more positive results can be obtained from encouraging good practices, rather than just preventing bad ones.

2.3 Empirical Review

Nahida Afroz, (2020) examined that "Residents' Attitude towards Tourism: A Study on Modhupur National Park and Bangabandhu Jamuna Eco-Park". The aim of this study is to explore the attitude of local residents towards the socio, economic and environmental impact of tourism development in Madhupur and Sirajgonj upozilla of Bangladesh. The determinant variables are social, economic and environmental. The number of respondents was 384 and data were collected through a self-centered survey method. Data were collected using both primary and secondary sources. Primary data were collected through questionnaires. Descriptive statistics, chi-square test, correlation test, multiple regression, factor analysis have been conducted to identify the results of the study. The findings of the study suggest that residents of Modhupur National Park and Bangabandhu Jamuna Eco-Park have a positive attitude toward the social and environmental impacts of tourism, but they have a negative attitude towards the economic impacts of tourism. Findings from the chi-square test analysis indicated that there is an association between residents' attitudes toward tourism and places.

Alrwajfah, et al., (2019) studied that "Residents' Perceptions and Satisfaction toward Tourism Development: A Case Study of Petra Region, Jordan". This study aimed to investigate whether local residents' socio-demographics and community attachment can influence residents' perceptions toward the improvement of tourism and these perceptions influence. The determinant variables are economic, environmental and sociocultural effect. The perceptions of 467 residents were surveyed from six communities in the region of Petra, Jordan. Regression analysis, factor analysis and reliability analysis are used in this study. The results of a regression analysis indicate that the respondents' socio-demographics and community attachment influence their perceptions of the impacts of tourism. The finding is that gender and distance from tourist sites are found to be very important factors that influence local residents' perceptions. In addition, the perceived economic impact is the most important aspect for the respondents, and perceived negative impacts do not significantly influence residents' satisfaction. Finally, the findings of the study suggest that the local administration should pay more attention to the residents' perceptions, involve women in the industry, and involve residents in tourism planning.

Oh, et al., (2018) conducted that "Influence of Tourism development impact, Destination attractiveness and the support policy of tourism development on local stakeholder's Tourism development attitudes". The objective of this study is that the attitude of local stakeholders is a very important factor determining the success and sustainability of business in tourism development. The determinant variables are economic, social and environmental. The questionnaires were collected from 450 local residents. This study conducted 57 experts and 313 local residents were used for empirical analysis. The collected samples were analyzed by comparative analysis, factor and reliability analysis, correlation analysis and multiple regression analysis. The finding is that economic, environmental, and social influences had a significant influence on the support of tourism development of local people. As the convenience of tourist sites increased, positive influence on tourism development support was found. The result of this study suggests that the provision of facilities and services that can benefit not only tourists but also tourists and local residents will enhance the support of tourism development by local stakeholders.

Miyakuni, et al, (2018) constructed that "Residents' Attitudes toward Tourism in an Island Destination, Focusing on Ecocentric Attitudes: The Case of the

Republic of Palau". This study aimed the influence of residents' ecocentric attitudes on their perceptions of various impacts of tourism (economic, social, cultural, and environmental benefits and costs) and support for tourism development. The determinant variables are economic, social, cultural and environmental. The results of the study were analyzed using multiple regressions. The results showed that residents with greater level of ecocentric attitudes believed that there were economic, social, and cultural costs incurred from tourism development. The results also showed that residents in Palau with greater level of ecocentric attitudes did not necessarily believe that there were environmental costs incurred from tourism.

Peters, et al., (2018) investigated that how the tourism impacts receive local perception, determine local attitudes and in turn lead to active or passive supportive action. The aim of this study is it to create tourism and regional development implications for managers, tourism policy and local governments in order to support the integration of the locals into the development process and thus to improve their attitude towards tourism. The determinant variables are economic, socio-cultural and environmental. Multiple regression analysis, correlation analysis, chi square test and factor analysis are used in this study. The findings of the regression analyses are reported residents' attitudes towards tourism development depend upon their perception of economic, environment and socio-cultural variables and the majority of control variables (e.g., whether they work in a tourism related job or whether the family is involved in tourism) only have weak effects on this relationship. As Pearson's Chi-Squared Test result, this postulates that the more positive residents' attitude the higher the active support and the more negative residents' attitude the lower the passive support cannot be confirmed. It is also found a significant positive relationship between attitude and support is detected. Findings from local populations suggest that local attitude is significantly influenced by tourism impacts. In particular, socio-cultural impacts influenced attitude to a greater extent than the economic and environmental dimensions.

Palacios, (2017) examined that "Residents' attitudes Toward Tourism Development Options in Rural Oklahoma: The Case of Guthrie". The purposed of this study was to examine residents' attitudes toward tourism development options in Guthrie. Data were collected using self-administered online survey. A series of multiple regression analyses were conducted to examine the relationships among the variables in the study. Analysis of variance was conducted to determine differences in

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the level of support for tourism between residents and entrepreneurs, employed and not employed in the tourism industry. Findings of the study indicated that respondents had favorable attitudes toward tourism in the community. Overall the results indicated that support for tourism development options in Guthrie was significantly influenced by residents' perceived positive impact of tourism and residents' support for additional tourism in the community.

Wang, (2016) explored that "A Study on Kinmen Resident's Perception of Tourism Development and Culture Heritage Impact". This study was aimed the local residents are researched in this study to discuss the attitudes towards the development after the opening to tourism. Total 500 copies of questionnaires are distributed and 438 copies are retrieved, including 412 valid copies. Multiple Regression analysis is used in this study. Accordingly, regression analysis, Kinmen residents' perception of tourism crowding would deepen the negative correlation between the perception of tourism impact and attitudes towards sustainable tourism development, under the control variables. The perception of tourism crowding would deepen the negative correlation between local residents' impact on living conditions and sustainable tourism development (β= -.278, P< .01), the perception of tourism crowding would also deepen the negative correlation between local residents' impact on environment conditions and sustainable tourism development (β= -.239, P< .01). The finding is that enthuse the residents for tourism activities: the participation in tourism activities allows the residents understanding more of local history, culture, and natural environments, could enhance the residents' identity to the residential areas, and have the relationship among the residents become enthusiastic and united.

Bagri and Kala, (2016) tested that "Residents' Attitudes toward Tourism Development and Impacts in Koti -Kanasar, Indroli, Pattyur Tourism Circuit of Uttarakhand State, India. The objective of this study is that examines the status of existing hardware and software components of tourism and determines attitude of local residents towards economic, socio -cultural and environmental impacts of tourism and examine the relationships between residents' demographic attributes and their attitude toward impacts of tourism. The main factors of this study are economic, socio-cultural and environmental. The population of the study composed of local residents and was selected by using both the convenience and snowball sampling techniques. This study is used one-way analysis of variance (ANOVA) and multiple regression analysis. Findings indicate that residents understand the extent of tourism

impacts in their mountainous region with respect to economic, social and environmental dimensions. Study also reveals that although locals want to increase tourism gains with corresponding effort to reduce consequences deprived, residents' perceived impacts of tourism vary across residents' demographic variables.

Jun, et al., (2016) tested that An Examination of Residents' Support for Tourism Development in Thailand. This study aims to test the local residents' tourism support model, which has been mostly examined in developed countries, with local residents in a developing country, Thailand. The determinant variables are perceived economic, eco-centric attitude, positive impact, negative impact and tourism-related jobs with residents' support for tourism development were examined. Using a convenient sampling method, self-administered survey questionnaire was distributed to a target sample of 300 local residents. Factor analysis and multiple regression analysis are used in this thesis. The study findings indicate that when most residents heavily rely on tourism in terms of jobs and income creation, even though residents understand negative impacts of tourism, residents still support for tourism development.

Cañizares, et al., (2014) explored that "Local residents' attitudes towards the impact of tourism development in Cape Verde". This aimed the attitudes and perceptions of local communities or residents are of special interest when examining and managing the economic, sociocultural and environmental aspects of tourism development in a given area. The determinant variables are economic, socio-cultural and environmental. The reliability analysis, multiple regression analysis and multivariate analysis is used for the analysis. This finding is that the local community perceives that tourism brings economic opportunities especially for a population whose traditional fate was to emigrate and has other positive impacts such as increased investments in infrastructures and higher quality hospitality and retail establishments.

Yan, (2013) explored the residents' attitude toward tourism impacts; examines the impact of residents' personal characteristics on residents' perception of tourism impacts; tests the relationships among residents' attitudes toward tourism impacts, residents perceived personal benefits from tourism and residents supportive attitudes towards further tourism development. The purpose of this study is to examine the impact of tourism on the locals' attitudes in Zhouzhuang canal town, China. The determinant variables are socio-cultural, economic and spatial factors. This study is

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accomplished by a questionnaire survey. The reliability analysis, the independent-samples t-test an, one-way analysis of variance (ANOVA) and multiple regression analysis are used in this thesis. The results of the t-test and ANOVA indicate that most of the residents' characteristic variables have no obvious effect on residents' perception of tourism's positive impacts or residents' perception of tourism's negative impacts except the income from tourism, the contact with visitor, the bird place and the living area. The finding is consistent with previous research that residents gain more personal benefits from tourism, the more positively they perceive tourism impacts, while they gain fewer benefits from tourism, the more negative residents' perception of tourism.

Dimitriadis, et al., (2013) examined that "Attitudes towards Tourism Development: Residents' Perceptions in the Islands of Lemnos and Hydra". This study is concentrated on two, not so popular, Greek islands (Hydra and Lemnos) with different characteristics and focuses on residents' attitudes and perceptions about tourism development. The determinant variables are economic, social and environment. The methods are used factor analysis, multiple regression analysis and reliability analysis. In this study has been developed a valid and reliable instrument to measure the perceptions of the residents for the positive and negative effects of tourism in Greek islands. The research results show that the residents of both islands have from positive to very positive attitude concerning the tourist growth of islands. The residents of Lemnos more than the residents of Hydra, from the negative effects of tourism for example violence emphasize the morals, the social life, the traditions and the environment. This study found that the economic parameters are significant on the perceptions' formation about tourism development. This study also found that there is a reduced perception about the negative affect of tourism on society and environment, especially when the income is directly depended from tourism.

Miyakuni, (2012) examined that "residents' attitudes toward tourism, focusing on ecocecentric attitudes and perceptions of economic costs" in Japan. The purpose of this research is to develop an improved model to explain residents' attitudes toward tourism. The determinant variables are economic, social, cultural and environment. This study is based on a self-administered survey, hand-delivered to residents of Iriomote Island, Okinawa Prefecture, Japan during May and June 2011. This study was used descriptive analysis, reliability analysis, independent tests, multiple regression, and qualitative analysis of open-ended questions. This study found

positive relationships between residents' ecocentric attitudes and economic costs, and negative relationships between residents' personal economic benefits from tourism and economic costs. This study also found positive relationships between residents' ecocentric attitudes and perceptions of economic, social and cultural, and environmental costs.

Stockton, (2011) explored "An Assessment of Morro Bay Residents' Attitudes Toward and Knowledge about Tourism: Setting the Foundation for Sustainable Tourism Development". The purpose of this study was to explore Morro Bay residents' attitudes toward tourism and knowledge about tourism in the three major tourism impact categories: economic, socio-cultural, and environmental. Multiple regression analysis is used in this study. A multiple regression model was used to test for an association between residents' knowledge about tourism, community attachment, socio-demographic variables, and residents' attitudes toward tourism. The two most significant variables were economic tourism knowledge and environmental tourism knowledge.

Wang, (2006) developed that this study examined Residents' Attitudes Toward Tourism Development in Washington, NC. This study aims at identifying the relationships between residents' socio-economic and demographic attributes and residents' attitudes toward tourism by focusing on a small community where tourism is in the development stage. Factor analysis, regression analysis and independent sample t-test are used in this study. Findings indicate that age, gender, and community attachment do not have relationships with the two factors, but education is associated with one of the factors, and perceived personal benefit has strong positive relationships with both factors. The findings of this study indicate that to obtain residents' support for tourism in Washington, NC, and plan for and maintain its healthy development, local authorities should ensure that residents are aware of the long-term accruing benefits to them personally as a consequence of tourism development.

Yoon, (1998) examined that "Determinants of Urban Residents' Perceived Tourism Impacts: A Study on the Williamsburg and Virginia Beach Areas". The goals of tourism planning and development are to seek maximization of benefits and minimization of the costs of tourism, it is apparent that the effective evaluation of tourism impacts will be valuable information in successful strategies for tourism product development and operation. The determinants variables are birthplace, length

of residency, community attachment, tourism related jobs, recreational activity, tourist contacts, tourism policy participation, travel experience, levels of tourism development, and growth of community. Factor analysis, multiple regression analysis, and multivariate analysis of variance (MANAOVA) were performed. The findings of this study, residents perceived the impacts of tourism as five different dimensions embodying economic benefits, social costs, cultural enrichment, environmental deterioration, and physical enhancement. Residents' perceptions were affected by eight out of ten determinants.

2.4 Conceptual Framework for the Study

This study carried out by using primary data. Descriptive analysis, reliability test and multiple regression were applied to explore tourism development based on residents' attitudes by Min Kun. The conceptual framework for this research is constructed to provide the objective.
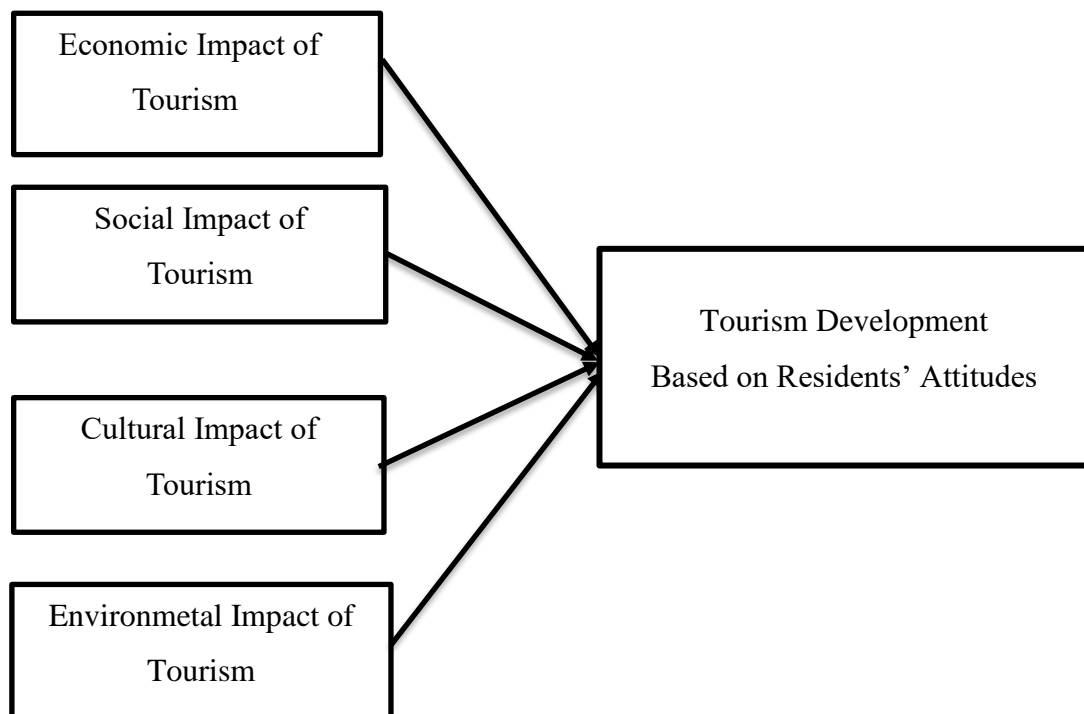
Figure2.1: Conceptual Framework

Table2.1 Nature of the Response Variables

No	Factors	Items
1	Economic Impact of Tourism	7 items
2	Social Impact of Tourism	7 items
3	Cultural Impact of Tourism	7 items
4	Environmental Impact of Tourism	7 items
5	Tourism Development Based on Residents' Attitudes	7 items
	Total	35 items

CHAPTER 3
METHODOLOGY

This chapter presented the methodology adopted in the current study. It covered information on study area, research design, data collection, Data Analytical procedure.

3.1 Study Area

Residents' attitudes toward tourism development were explored in Min Kun in Sagaing. Min Kun is a small town in central Myanmar (formerly Burma). It sits on the banks of the Irrawaddy River, northwest of the city of Mandalay. It's known for the Min Kun Pahtodawgyi, an immense, unfinished pagoda. Nearby, the Min Kun Bell is a colossal bronze bell from the early 19th century. To the north, the striking, white Hsinbyume Pagoda is defined by its wavy, tiered terraces and is crowned by a large stupa. For the last 30 years, the Min Kun Power Plant, fishing industry, and tourism industry have been the primary contributors to Min Kun's economy. Min Kun has been looking at tourism to play a larger role in its local economy. Min Kun is currently working on further developing its tourism industry.

3.2 Research Design

The descriptive research design and survey research design to describe the tourism impacts from residents' perceptions are adopted in this study.

Its can obtain more detailed information when it use a combination of observation, household research, related document and literature reviews, and face-to-face interviews. This study mainly adopted questionnaire investigation. Conducting a household survey seems a relatively simple method to obtain useful information, and the collected statistical data can reflect the result of the survey more directly. This is one of the main reasons quantitative research is chosen to be conducted as the major study method. On the basis of quantitative analysis, this thesis made a further qualitative analysis. When the questionnaire was administered and the field study was conducted, the author did unobtrusive observation and had some brief conversations with a few of the residents 340 when residents' families were answering the questionnaire. In this thesis, the collected data are tabulated for analysis and comparison, while some contents of the conversations with the residents plus the observed results are used for further support.

3.3 Data Collection

There are several types of sampling design. The most popular sampling design are simple random sampling, stratified sampling, and cluster sampling. For the convenience of collecting data, this study follows a simple random sampling method. In this survey data were collected through field investigation. The questionnaire was designed with one type of question: one-choice questions. They used a 7 points likert-type scale on which 1=very strongly disagree 2= strongly disagree, 3= disagree, 4= neutral, 5= agree, 6= strongly agree, 7= very strongly agree.

The data were collected by questionnaire survey and the reasons for choosing this survey method were outlined above. This questionnaire survey process was conducted in 2021. During the low season, residents have more willingness and time to complete the questionnaire and communicate. The questionnaire was designed by referring to previous research literature deals with residents' attitude towards tourism development, combined with the current situation of the study area. This questionnaire consisted of two parts: first, the socio-demographic profile including the respondents' gender, age, and occupation and so on; the second part with concerned tourism impacts and included some questions about the destination's economic impact of tourism, environmental impact of tourism, social impact of tourism and cultural impact of tourism; and residents' attitudes toward the tourism development. In response to all questions, the respondents selected one of the options as their opinion. Examining all the respondents' options can assess the aspect of tourism impacts based on residents' attitudes.

Data were collected during January 2021 using a structured self- administered questionnaire that was hand-delivered by one of the authors to 340 households. The interviewer provided a brief explanation of the study to the person answering the door and invited them to participate in the study .Only one person in each household was invited to participate, as people from the same household often hold similar views. The response rate was 340 households out of the 1919 approached, agreed to participate.

3.4 Data Analytical Procedure

The sample size of the respondents for this study was calculated using Taro Yamane's formula (Yamane, 1973) with the confidence level; the sample size can be roughly estimated as follows:

$$n = \frac{N}{1+Ne^2} \qquad\qquad (3.1)$$

Where,

n = Sample size

N = Population size

e = Sampling error assumed as 0.05

The above formula determines the sample size from a total population of about 1919 respondents and wishes to determine the sample size. See below:

$$n = \frac{N}{1+Ne^2}$$

$$n = \frac{1919}{1+1919(0.05)^2}$$

$$= \frac{1919}{5.7975} = 331.0047$$

n ≅ 331 respondents ≅ 340 respondents

The result above that sample is 331 respondents from the total population of 1919 respondents which the lower number of responses from the respondents to maintain a 95% confident interval.

Firstly, the reliability measured the multiple-item scale of residents' attitudes. . With regard to the reliability test, and chose to use the Cronbach's alpha coefficient (Nunnally, 1978) and corrected item-to-total correlation (Parasuraman et al., 1988). The Cronbach's alpha coefficient is the index of reliability and is used for testing the internal consistency of likert-type scales in this questionnaire. The alpha coefficient ranges in value from 0 to 1; in general, the higher the score, the more reliable the generated scale is (Reynaldo and Santos, 1999). With this in mind, Nunnally (1978) indicated that 0.7 is an acceptable reliability coefficient as a general rule, but a coefficient below this threshold is acceptable in some research. Even so, a Cronbach's α coefficient lower than 0.7 means it is better to make some adjustments to the questionnaire design. The corrected item-to-total correlation suggests which item can be deleted to make the Cronbach's α coefficient up to the standard 0.7. To know the validity of the questionnaire convergent validity was used.

Secondly, the target sample was 340 and the response rate was 100%. The collected data were analyzed through quantitative data analysis tools. The descriptive statistics can be used to describe the demographic profile of the respondents in Min Kun, tourism impacts based on resident's attitudes and residents' attitude towards additional tourism development. The demographic information of the study was interpreted and described by using frequency tables and percentages.

Lastly, multiple regression was used to test the hypotheses of the study. A series of multiple regression analyses was used to test the relationship between the dependent variable and independent variables. The results were examined to explore the relationship between the independent variables and the dependent variables, that is, to answer research questions.

3.5 Multiple Linear Regression

Multiple linear regression (MLR), also known simply as multiple regression, is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The goal of multiple linear regressions (MLR) is to model the linear relationship between the explanatory (independent) variables and response (dependent) variable. In essence, multiple regression is the extension of ordinary least-squares (OLS) regression that involves more than one explanatory variable.

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \cdots + \beta_p X_{pi} + \varepsilon_i \tag{3.2}$$

ε_i: i= 1, 2, 3, …, n

This is called the multiple linear regression model. The parameters $\beta_1, \beta_2, \ldots, \beta_p$ are the regression coefficient associated $X_1, X_2, X_3 \ldots, X_p$ respectively and ε_i is the random error component reflecting the difference between the observed and fitted linear relationship.

The multiple regression model is based on the following assumption:
There is a linear relationship between the dependent variables and independent variables.

1. The independent variables are not too highly correlated with each other.
2. y_i Observations are selected independently and randomly from population.
3. Residuals should be normally distributed with a mean 0 and variance σ.

3.5.1 Evaluating the Model

Several tests can be used to evaluate a multiple regression model. In this study, (1) calculate and interpret the standard error of the estimate, (2) evaluate the entire model using ANOVA and the F-test and (3) evaluate the contribution of each independent variable with the use of t-test.

3.5.2 The Standard Error of the Estimate

The standard error of estimate, S_e, is found much as it was in the case of simple regression. The mean square error (MSE) is found by dividing the sum of the squared errors (SSE) by the degree of freedom.

$$SSE = \Sigma (Y_i - \hat{Y}) \tag{3.3}$$

$$MSE = \frac{\Sigma(Y_i - \hat{Y})}{n-k-1} \tag{3.4}$$

$$S_e = \sqrt{\frac{\Sigma(Y_i - \hat{Y})}{n-k-1}} \tag{3.5}$$

3.5.3 Test of the Over Significance of Multiple Regression Model

The F-test is used to determine whether there exists a significant relationship between the dependent variable and the entire if independent variables in the model. The overall F-test is used to test for the significance of overall multiple regression models. The ANOVA producer tests the null hypothesis that all the β values are zero against the alternative that at least one β is not zero.

$$F = \frac{MSR}{MSE} \tag{3.6}$$

Where, the MSR is the mean square due to the regression which is equal to

$$MSR = \frac{SSR}{k} \tag{3.7}$$

And, the MSE is the mean square error which is equal to

$$MSE = \frac{SSE}{n-k-1} \tag{3.8}$$

SSR = Regression Sum of Squares

SSE = Error Sum of Squares

SST = Total Sum of Squares

k = the number of independent variable in the regression model

n-k-1= the degree of freedom for residual

If $F \geq F_{\alpha,n-k-1}$, reject H_0 do not reject it, Where $F_{\alpha,n-k-1}$ is the critical F value at ɑ level of significance and k numerator df and (n-k-1)denominator df.

3.5.4 The Coefficient of Multiple Determination (R^2)

The coefficient of determination or R^2, which is based on the ANOVA table's sum of squares, can be calculated by using the error sum of squares (SSE) or regression sum of squares (SSR), and the total sum of squares (SST). The coefficient of multiple determination is defined as:

$$R^2 = \frac{SSE}{SST} \tag{3.9}$$

The coefficient of determination R^2 measures the variation in Y that is explained by the independent variable X in the simple linear regression model. In multiple regressions, the coefficient of multiple determinations represents the proportion of the variation in Y that is explained by the set of independent variables. The value of coefficient of multiple determinations will be zero and one.

3.5.5 The Adjusted Coefficient of Multiple Determination (R_{adj}^2)

In multiple regression, it is generally possible to increase the coefficient of determination R^2 by including predictors. To prevent from over fitting of the model, an adjustment can be made in the R^2 statistics to penalize the inclusion of useless predictors.

The adjust coefficient of determination using n observations and k predictors is

$$R_{adj}^2 = \frac{\frac{\sum(Y_{i-y})2}{n-k-1}}{\frac{\sum(Y_{i-y})2}{n-1}} \tag{3.10}$$

R_{adj}^2 is always less than or equal to R^2. Reporting the adjusted R^2 is extremely important in comparing two or more regression model that predict the same dependent variable but have a different number of independent variables.

3.5.6 Assumptions of Multiple Linear Regression

Multiple linear regression shares all the assumption of correlation: linearity of relationships, the same level of relationships throughout the range of independent variables (homoscedasticity) and interval or near interval data and data that range is not truncated. In addition, it is important that the model being tested is correctly specified. The exclusive of important causal variables or the inclusive of extraneous variables can change markedly the data weights and hence the interpretation of the importance of the independent variable.

Multiple linear regression analysis makes several key assumptions:

1. Linear relationships
2. Multivariate normality
3. No or little multicollinearity
4. Homoscedasticity

Firstly, multiple linear regression needs the relationship between the independent and dependent to be linear. It is also important to check for outliers since multiple linear regression is sensitive to outlier effect. The linearity assumption can best be tested with scatter plots where no and little linearity is present.

Secondly, the multiple linear regression analysis requires all variables to be normal. This assumption can be checked with a histogram and a fitted normal curve or P-P plot. Normality can be checked with a goodness of fit test, e.g.., the Kolmogorov-Smirnof test. When the data is not normally distributed a non-linear transformation, e.g, log- transformation might fix this issue. However, it can introduce effects of multicollinearity.

Thirdly, multiple linear regression assumes that there is little or no multicollinearity in the data. Multicollinearity occurs when the independent variables are not independent from each other, A second important independence assumption is that the error of the mean id uncorrelated; that is that the standard mean error of the dependent variable id independent variables.

Multicollinearity is checked against 4 key criteria:

Correlation matrix- when computing the matrix of Pearson's Bivariate Correlation among all independent variables the correlation coefficients needs to be smaller than 0.08.

Tolerance – the tolerance measures the influence of one independent variable on all other independent variables; the tolerance is calculated with an initial linear regression analysis. Tolerance is defined as $T = 1- R^2$ for these first step regression analysis. With the T<0.2 there might be multicollinearity in the data and with T <0.01 there certainly is.

Variance Inflation Factor (VIF) – the variance inflation factor of the linear regression is defined as $(VIF) = 1/T$. Similarly, with VIF> 10 there is an indication for multicollinearity to be present.

Condition Index- the condition index is calculated using a factor analysis on the independent variables. Values of 10-30indicate a mediocre multicollinearity in the regression variables, values >30 is strong multicollinearity.

If multicollinearity is found in the data one remedy might be centering the data. To center the data, you would simply deduct the mean score. This typically helps in cases where multicollinearity sneaked into the model when applying non-linear transformations to correct missing multivariate normality.

Other alternatives to tackle the problem of multicollinearity in multiple linear regression is to conduct a factor analysis before the regression analysis and to rotate the factors insure independence of the factor in the linear regression analysis.

The last assumption of the multiple linear regression analysis makes is homoscedasticity. The scatter plot is good way to check whether homoscedasticity (that is the error terms along the regression lines are equal) is given. The Gold feld-Quandt Test can test for heteroscedasticity. The test splits of the multiple linear regression data on high and low value to see samples are significantly different. If homoscedasticity is present in our multiple linear regression model, a non- linear correction might fix the problem, but might sneak multicollinearity into the model.

CHAPTER 4

TOURISM SECTORS DEVELOPMENT IN SAGAING

Tourism development causes various economic, socio-cultural and environmental changes on the host community's life, some more beneficial than others (Lee, 2013). Thus, the support of local residents is imperative for the sustainability of the tourism industry at destination (Gursoy, Chi & Dyer, 2010). Understanding the residents' perspective can facilitate policies which minimize the potential negative impacts of tourism development and maximize residents' benefits, leading to community development and greater support for tourism (Prayag, Hosany, Nunkoo & Alders, 2013). A rich body of literature investigates the relationships between residents' perceived impacts of tourism and residents' support for tourism development.

4.1 Tourism Development in Sagaing

The number of local visitors and tourists entering Monywa, Kalay, Sagaing, Katha and Shwebo sites in the Sagaing Region during the 2017-2018 fiscal years has increased 13.45 per cent compared to the 2016-2017 fiscal year, according to the report prepared by the Directorate Hotels and Tourism (Sagaing Region).

Sagaing Region government is developing tourism in the Sagaing Region by distributing guide maps and brochures of tourism destination sites and historical sites, and documenting the magical places. Therefore, the number of visitors to the Sagaing Region has increased in 2019 but abruptly stopped in 2020 due to the coronavirus.

Table 4.1 Tourist Arrivals in Sagaing

Year	Number of Arrivals
2015	63955
2016	73879
2017	97305
2018	77946
2019	161010

Sources: Ministry of Hotel and Tourism, Sagaing

In the following table 4.1, the number of tourist arrivals in Sagaing is increased from 63955 in 2015 to 97305 in 2017. After that, the number of tourist

arrivals is decreased to 77946 in 2018. In 2019, there was a slower rise in numbers of tourist arrivals in Sagaing and then abruptly stopped in 2020 due to the coronavirus.

Table 4.2 Licensed Hotels, Motels and Guest Houses in Sagaing

Year	Number of Hotels, Motels and Guest	Number of rooms
2016	22	457
2017	31	1114
2018	35	1350
2019	48	1712
2020	58	1918

Sources: Ministry of Hotel & Tourism in Sagaing
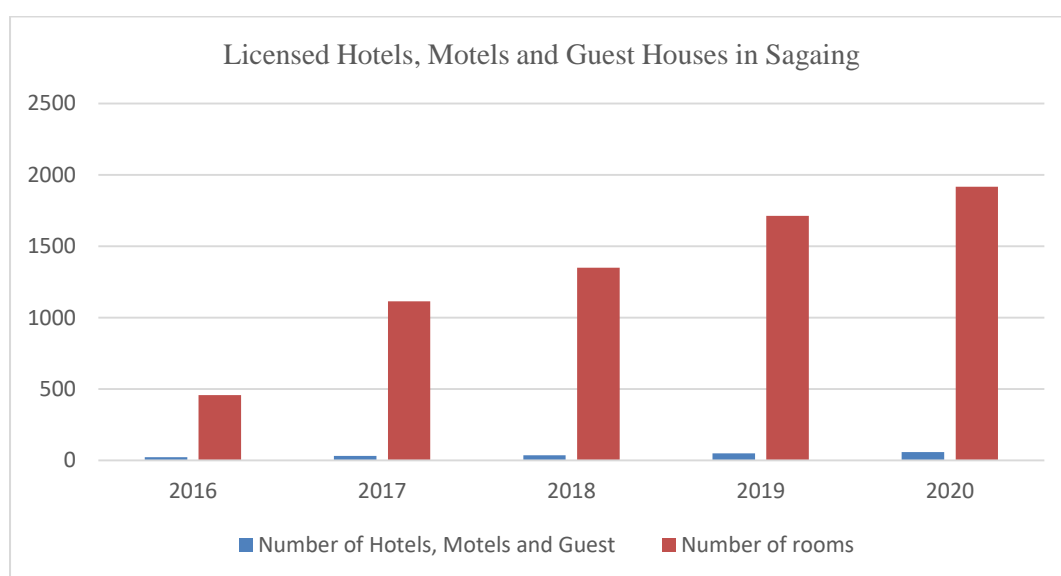
Sources: Ministry of Hotel & Tourism in Sagaing

Figure 4.1 Licensed Hotels, Motels and Guest Houses in Sagaing

In this table 4.2 the number of hotels, motels and guest houses in Sagaing is increased annually from 2016 to 2020. The numbers of rooms are similarly increased from 2016 to 2020.

Table 4.3 Income from Tourism in Sagaing

Year	Income (US dollars)
2016	163308
2017	158186
2018	187635
2019	183636
2020	82319

Sources: Ministry of Hotel & Tourism in Sagaing

The table 4.3 shows the income from tourism in sagaing from 2016 to 2020. Income from tourism in Sagaing is reduced from 163308 dollars in 2016 to 158186 dollars in 2017. After that, there was a slower rise in numbers of tourist arrivals in Sagaing to 2019 is 183636 dollars and then abruptly reduced in 2020 is 82319 dollars due to the coronavirus.

Table 4.4 Region Tour Guides in Sagaing

Year	Number of Region Tour Guides in 2019
English	33
Japanese	3
German	4
French	2
Spanish	2
Russian	1
Italian	1
Korea	2
Total	48

Source: Ministry of Hotel & Tourism, Sagaing
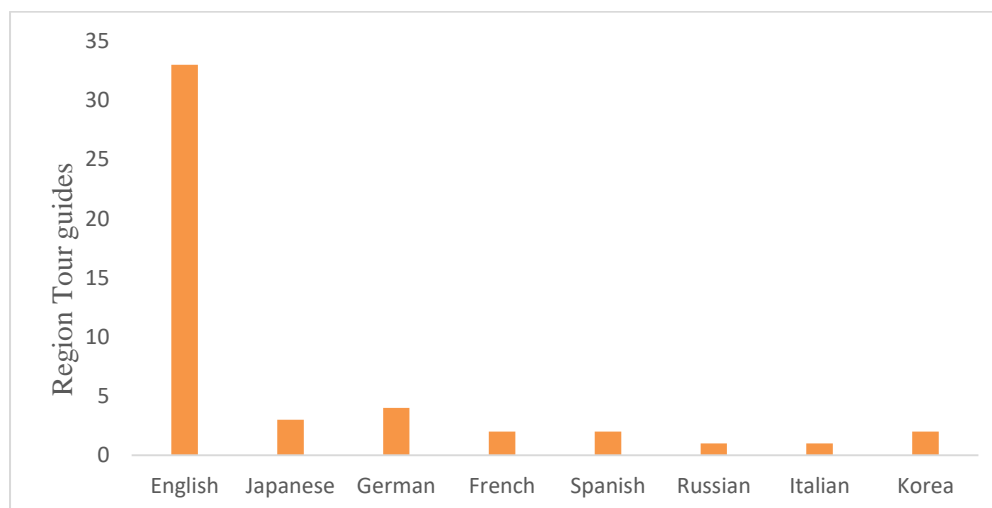
Sources: Ministry of Hotel & Tourism in Sagaing

Figure 4.2 Region Tour Guides in Sagaing

The total region tour guides in Sagaing is 48 people. Among them, English is the most tour guides in Sagaing to 2019 in table 4.4.

According to finding above the result, Tourism in Sagaing is a developing sector. Although Sagaing possesses great tourist potential and attractions in many respects, much of the industry remains to be developed. However, after the junta transferred power to the civilian government, the tourism sector in Sagaing saw an increase in tourism arrivals, and in 2019. Private enterprises also exist, catering to a wide range of tourists. In order to accept the rapidly increasing number of foreign visitors in Sagaing, many constraints and weakness in tourist destination management, tourism product development, tourism promotion, tourism infrastructure to accommodate tourists, and improvement of system for human resources development to support tourism sector need to be urgently improved and solved. Tourism has been promoted by advocacy groups as a method of providing economic benefit to Burmese civilians, and to avoid isolating the country from the rest of the world. So long as tourists are fully aware of the situation and take steps to maximize their positive impact and minimize the negatives, the visiting tourists can be beneficial overall. Responsible tourists can help Sagaing primarily by bringing money to local communities and small businesses, and by raising awareness of the situation worldwide.

CHAPTER 5

ANALYSIS OF TOURISM DEVELOPMENT BASED ON RESIDENTS' ATTITUDES IN MIN KUN AREA

The following chapter presents the results from the study conducted on residents' attitudes toward tourism development in Min Kun. In this chapter, the following topics are reported: first, description of the sample based on demographic characteristics; second, the measurement model was evaluated for its reliability and third, the structural relationships between perceived economic impacts of tourism, perceived social impact of tourism, perceived cultural impacts of tourism, perceived environmental impacts of tourism, and tourism development based on residents' attitudes were tested.

5.1 Demographic Profiles of Respondents

Min Kun town is divided into 5 villages, Min Kun total population is 1919 in 2021 as shown in table 5.1.

Table 5.1 Min Kun Population 2021

Village Names	Population
Htun Myint	521
Ywar Thict	350
Shar Yaung	120
Northern Min Kun	391
Sourthern Min Kun	536
Total Population	1919

Source: Survey Data, 2021

Demographic characteristics of the respondents from Min Kun are presented in this section. The following section contains the demographic results, including: gender, age, family numbers, occupation and level of Education.

Table 5.2 Gender of Respondents

Gender	Number of Respondents	Percent (%)
Male	141	41.5
Female	199	58.5
Total	340	100.0

Source: Survey Data, 2021
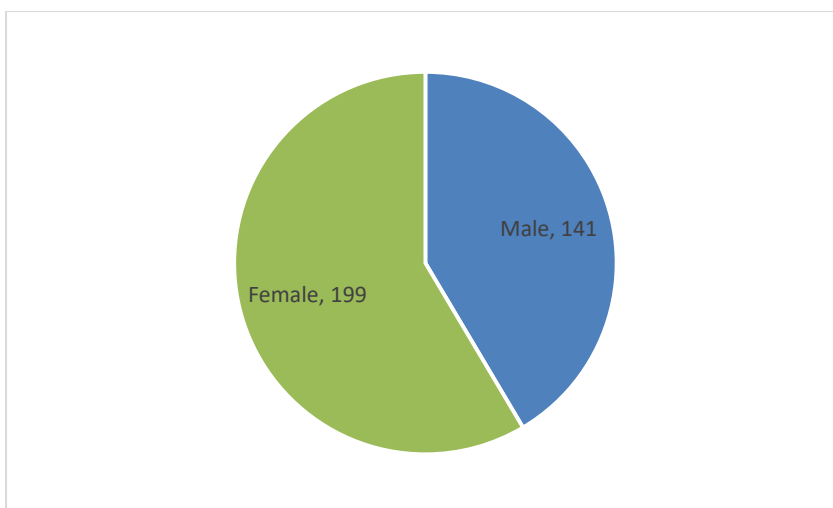
Source: Survey Data, 2021

Figure 5.1 Gender of Respondents

As shown in Table 5.2, more than one half of survey respondents 58.5% are female. Out of the 340 participants who took the questionnaire, 141 respondents are 41.5% identified as male and 199 respondents are 58.5% as female. The female respondents are more frequent and interested to answer the survey questions than the male respondents. Gender of the responded is shown in table 5.2. Female also play important role in tourism sector development. The women expressed income without going out from their home, producing home-made products.

Table 5.3 Age of Respondents

Age	Number of Respondents	Percent (%)
15-26	38	11.2
27-38	98	28.8
39-50	115	33.8
51-62	64	18.8
63-75	25	7.4
Total	340	100.0

Source: Survey Data, 2021

The total number of usable questionnaires is 340 respondents. As shown in Table 5.3, the aged of participants range from 15 to 75 years old, with greatest representation in the aged 39–50-year-old group is 33.8%, the aged 27- 38 year old group is 28.8% and the aged 51- 62 year old group is 18.8%. The sample population for this study includes only residents 15 years and older. The smallest of the

respondents are the 15–26 aged groups is 11.2%, followed by the 63–75 aged groups is 7.4 %. So, most of 115 respondents have between 39 to 50 years.

Table 5.4 Family Numbers of Respondents

Family Numbers	Number of Respondents	Percent (%)
1-3	94	27.6
4-7	217	63.8
8-12	29	8.6
Total	340	100.0

Source: Survey Data, 2021

With regard to Table 5.4, the family numbers of participants ranged from 1 to 12 numbers, with highest representation in the from 4 to7 numbers group is 63.8% and 1 to 3 numbers group is 27.6%. The smallest numbers group is 8.6% from 8 to 12 groups. Therefore, household size is middle level in this town.

Table 5.5 Occupation of Respondents

Occupation	Number of Respondents	Percent (%)
Day-laborer	165	48.60
House wife	3	0.90
Government employee	12	3.50
Private sector employee	14	4.10
Self-employed	95	28.00
Do not work	16	4.70
Student no work	6	1.80
Farmer	29	8.50
Total	340	100.00

Source: Survey Data, 2021

With regard to occupation Table 5.5, the largest groups of respondents are day laborer is 28.0% and the percentages of the self-employed is 28.0%, the percentage of farmers is 8.5% and the percentage of worked in the private sector is 4.1%, and the percentage of government employees is 3.5%. The rest are respondents who did not work 4.7% and students who had no work 1.8%. The remaining respondents were housewives 0.9%. Most of the respondents are the daily-labors. Therefore, the occupation of the respondents in this town is still low.

Table 5.6 Education of Respondents

Education	Number of Respondents	Percent (%)
Monastery	42	12.4
Primary	78	22.9
Middle	68	20.0
High	89	26.2
University	52	15.3
Illiterate	11	3.3
Total	340	100.0

Source: Survey Data, 2021
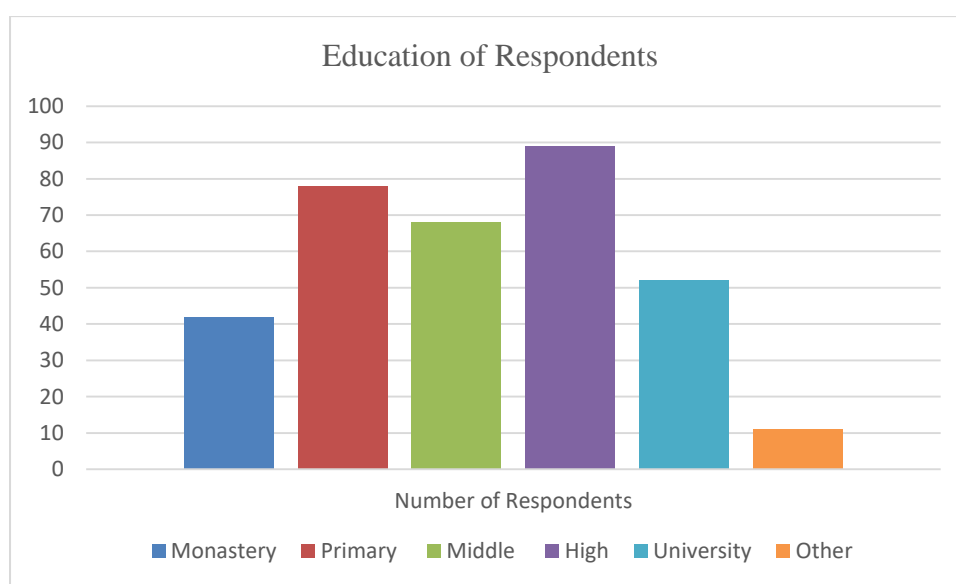
Source: Survey Data, 2021

Figure 5.2 Education of Respondents

As shown in Table 5.6, the majority of respondents completed high school and its percentage is 26.2%. And then, 22.9% of respondents completed primary school, 20% of respondents completed middle school, 15.3% of respondents completed university and 3.3% of respondents are illiterate. Smaller groups of residents had completed only monastic education and its percentage is 12.4%. The most of respondents are higher education but had no higher education degree.

5.2 Reliability Test

After conducting the survey, reliability test for the influencing factor of residents' attitudes is performed. In this study, Cronbach's Alpha reliability test method is used to measure the internal consistency of variables and an accurate representation of the data. Using the data collected at this study, the instruments are tested for reliability by using Cronbach's Alpha reliability test. Since the reliability coefficient is equal and above the recommended value of 0.7, the instruments can be considered sufficiently reliable.

This study includes five dimensions such as economic factor, cultural factor, social factor, environmental factor and residents' attitudes.

Table 5.7 Results from Reliability Test

Factors	No. of Items	Cronbach's Alpha Reliability Coefficient
Economic	7	0.750
Cultural	7	0.856
Social	7	0.737
Environmental	7	0.774
Residents' Attitude	7	0.656

Source: Survey Data, 2021

The results of reliability test are presented in Table 5.7. The results indicate the consistency and validity of factors in the analysis. Since most of the reliability coefficients of questionnaire factors are greater than the recommended value of 0.7 and resident' is equal to recommended value of 0.7. So, the instruments can be considered sufficiently reliable valid for the analysis.

Table 5.8 Economic Impact of Tourism Development

Particular	Very strongly disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Very strongly agree	Mean
Tourism development increases employment opportunities for residents.	0.3%	2.1%	1.5%	1.2%	24.7%	32.9%	37.4%	5.97
Tourism creates new business for local residents.	2.6%	0.9%	9.1%	3.8%	23.2%	37.4%	22.9%	5.480
Income of local residents and government has increased due to tourism development.	1.8%	0.6%	0.9%	7.1%	25.3%	38.8%	25.6%	5.720
Tourism increases the other businesses for local residents.	2.6%	1.2%	4.1%	8.8%	37.9%	33.2%	12.1%	5.280
Tourism is the job needed for unemployment men and women.	1.5%	2.1%	2.9%	6.8%	34.7%	28.2%	23.8%	5.510
Due to the Corona virus outbreak, the local resident's jobs opportunities are getting low.	2.9%	1.5%	2.4%	1.2%	15.3%	29.7%	47.1%	6.030
Due to the Corona virus outbreak, the local resident's incomes are getting low.	2.1%	1.2%	3.8%	1.2%	15.3%	30.6%	45.9%	6.030

Source: Survey Data, 2021

The respondents asked seven questions to understand the economic impact of tourism development in Min Kun. The results obtained from the survey.

The tourism sector is increased employment opportunity in Min Kun. The mean value 5.970 indicated that development of tourism brings employment opportunities for residents. It is found that 0.3%, 2.1% and 1.5 % of the respondents very strongly disagree, strongly disagree and disagree. 1.2% of the respondents were neutral. The 24.7% of the respondents agree, 32.9% of the respondents strongly agree and 37.4% of the respondents very strongly agree resident's employment opportunities increased. As a result of the survey, 95% of the respondents believed that tourism development is increased employment opportunities.

The tourism sector is created new businesses in Min Kun. The mean value 5.480 indicated that tourism create job opportunities. . It is found that 2.6%, 0.9% and 9.1% of the respondents very strongly disagree, strongly disagree and disagree. 3.8% of the respondents were neutral. The 23.2% of the respondents agree, 37.4% of the respondents strongly agree and 22.9% of the respondents very strongly agree new businesses for residents increased due to tourism development. As a result of the survey, over 83% of the respondents accepted that new businesses were created by tourism development.

Related to the income of residents, 5.720 of the average respondents answered that tourism development increased income of residents. It is conclude that 25.3% of the respondents agree, 38.8% of the respondents strongly agree and 25.6% of the respondents very strongly agree resident's income increased due to the development of tourism. The 7.1% of the respondents were neutral. 0.9%, 0.6% and 1.8% of the respondents disagree, strongly disagree and very strongly disagree. As a result of the survey, over 89% of the respondents accepted that income of local residents was increased by tourism.

The tourism sector increased other businesses in Min Kun. The mean value 5.280 shows that development of tourism brings other businesses for residents. It is found that 2.6%, 1.2% and 4.1 % of the respondents very strongly disagree, strongly disagree and disagree. 8.8% of the respondents were neutral. The 37.9% of the respondents agree, 33.2% of the respondents strongly agree and 12.1% of the respondents very strongly agree the development of tourism is increased by resident's other business. As a result of the survey, over 83% of the respondents accepted that other businesses were increased by tourism development.

Related to the job needed for unemployment men and women, 5.510 of the average respondents answered that the job needed for unemployment men and women is increased by tourism development. It is found that 34.7% of the respondents agree, 28.2% of the respondents strongly agree and 23.8% of the respondents very strongly agree residents the job needed for unemployment men and women increases due to the development of tourism. The 6.8% of the respondents were neutral. 2.9%, 2.1% and 5.1% of the respondents disagree, strongly disagree and very strongly disagree. As a result of the survey, over 86% of the respondents accepted that the job needed for unemployment men and women was increased by tourism.

The mean value of 6.030 respondents said that the local resident's jobs opportunities are getting low. That were increased the negative effect due to the Corona virus outbreak. It is found that 2.9%, 1.5% and 2.4 % of the respondents very strongly disagree, strongly disagree and disagree. 1.2% of the respondents were neutral. The 15.3% of the respondents agree, 29.7% of the respondents strongly agree and 47.1% of the respondents very strongly agree resident's job opportunities decreases due to Corona virus outbreak. As a result of the survey, 92% of the respondents accepted that job opportunities were decreased due to Corona virus outbreak.

The average of the 6.030 responded answer that the local resident's incomes are getting low, due to the Corona virus outbreak. Most of the respondents agree that the local resident's incomes are getting low. It is found that 2.1%, 1.2% and 3.8 % of the respondents very strongly disagree, strongly disagree and disagree. 1.2% of the respondents were neutral. The 15.3% of the respondents agree, 30.6% of the respondents strongly agree and 45.9% of the respondents very strongly agree resident's income decreases due to Corona virus outbreak. As a result of the survey, over 91% of the respondents believed that income were decreased due to Corona virus outbreak.

Table 5.9 Cultural Impact of Tourism Development

Particular	Very strongly disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Very strongly agree	Mean
Tourism development has increased in the availability of cultural activities.	1.2%	0%	3.2%	3.2%	38.2%	37.6%	16.5%	5.560
Tourism development has preserved the traditional practices of residents.	0.3%	0%	2.6%	3.8%	37.1%	32.4%	23.8%	5.700
The residents are more participation in local culture because of tourism development.	0.6%	0.3%	6.5%	3.5%	41.5%	29.1%	18.5%	5.470
There is much better sense of Min Kun places in history due to tourism development.	0.3%	0%	2.1%	1.2%	32.9%	32.6%	30.9%	5.880
Tourism development has increased local awareness and recognition of the local culture and heritage.	0.3%	0%	1.2%	3.2%	30.0%	33.2%	32.1%	5.900
The residents have increased more knowledge of their own culture due to tourism development.	0.3%	0.6%	2.9%	2.4%	34.7%	35.6%	23.5%	5.710
Tourism development improves cultural exchange between local residents and tourists.	0.9%	1.5%	4.4%	5.3%	31.8%	35.3%	20.9%	5.560

Source: Survey Data, 2021

For the impact study, society cultural terms is considered as of greatest importance. In the tourist area, tourists arrived from different areas within the country, different cultures, communities and other countries of the world having different ways. In this study, the culture impact of tourism development is analyzed through questions number 1 to 7.

The mean value 5.560 of the responded agreed tourism development has increased in the availability of cultural activities. It is found that 16.5%, 37.6% and 38.2% of respondents very strongly agree, strongly agree and agree the availability of cultural activities improved due to the development of tourism. 3.2% of respondents were neutral.3.2% and 1.2% of the respondents disagrees and very strongly disagrees. Most of the respondents said that the availability of cultural activities was increased in Min Kun due to tourism development.

The mean value 5.700 of respondents agreed that the traditional practices of residents are preserved due to development of tourism. It is found that 23.8%, 32.4% and 37.1% of respondents very strongly agree strongly agree and agree the traditional practices of residents were preserved due to the development of tourism. 3.8% of respondents were neutral. 2.6% and 0.3% of the respondents disagree and very strongly disagree. Most of the respondents assumed the traditional practices of residents were preserved in Min Kun due to tourism development.

The mean value 5.470 of respondents accepted that the residents are more participation in local culture because of tourism development. It is found that 18.5%, 29.1% and 41.5% of respondents very strongly agree, strongly agree and agree of residents are more participation in local culture due to the development of tourism. 3.5% of respondents were neutral.6.5%, 0.3% and 0.6% of the respondents disagrees, strongly disagrees and very strongly disagrees. Most of the respondents accept residents are more participation in local culture due to the development of tourism.

. The mean value 5.880 of respondents agreed that there is much better sense of Min Kun places in history due to tourism development. 30.9%, 32.6% and 32.9% of respondents very strongly agree, strongly agree and agree found that there is much better sense of Min Kun places in history due to tourism development. 1.2% of respondents were neutral. 2.1% and 0.3% of the respondents disagree and very strongly disagree. . As a result of the survey, over 96% of the respondents accepted that there is much better sense of Min Kun places in history due to tourism development.

The mean value 5.900 of the responded agreed tourism development has increased local awareness and recognition of the local culture and heritage. It is found that 32.1%, 33.2% and 30.0% of respondents very strongly agree, strongly agree and agree local awareness and recognition of the local culture and heritage increased due to tourism. 3.2% of respondents were neutral.1.2% and 0.3% of the respondents disagrees and very strongly disagrees. As a result of the survey, over 95% of the respondents' accepted that tourism is increased local awareness and recognition of the local culture and heritage.

The mean value 5.710 of respondents agreed that the residents have increased more knowledge of their own culture. 23.5%, 35.6% and 34.7% of respondents very strongly agree, strongly agree and agree show that more knowledge of residents' own culture increases due to the tourism development. 2.4% of respondents were neutral.2.9%, 0.6% and 0.3% of the respondents disagree, strongly disagree and very strongly disagree. As a result of the survey, over 93% of the respondents accepted that more knowledge of residents' own culture increase due to the tourism development.

The mean value 5.560 of respondents accepted that tourism development improves cultural exchange between local residents and tourists. It is found that 20.9%, 35.3% and 31.8% of respondents very strongly agree, strongly agree and agree of cultural exchange between local resident and tourists improved due to tourism development. 5.3% of respondents were neutral. 4.4%, 1.5% and 0.9% of the respondents disagree, strongly disagree and very strongly disagree. As a result of the survey, 88% of the respondents accepted that cultural exchange between local resident and tourists improved due to tourism development.

Table 5.10 Social Impact of Tourism Development

Particular	Very strongly disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Very strongly agree	Mean
Residents increase valuable experience and understand different cultures due to the tourism development.	1.8%	1.8%	2.9%	6.5%	40.0%	23.5%	23.5%	5.460
Tourism development has increased in the availability of recreational destination area.	0.3%	0.9%	2.4%	2.6%	45.3%	27.6%	20.9%	5.590
Tourism development has increased the standard of living of the residents.	0.6%	0.6%	8.2%	8.8%	37.1%	29.1%	15.6%	5.300
Residents are courtesy and hospitable towards tourists.	1.5%	0.3%	2.1%	1.5%	24.4%	26.5%	43.8%	6.020
Tourism development has improved the morality of residents.	1.5%	1.2%	4.1%	4.1%	40.9%	31.5%	16.8%	5.430
Tourism has gained the social benefits for each resident.	0.3%	0.6%	5.6%	6.2%	40.3%	28.8%	18.2%	5.460
There has been increased in Begging by Tourism development.	2.9%	23.2%	18.2%	2.1%	27.4%	18.5%	7.6%	5.110

Source: Survey Data, 2021

For the impact study, society in social terms is considered as of greatest importance. The respondents were asked seven questions to understand the cultural impact of tourism development in Min Kun.

The mean value 5.460 of respondents accepted that residents increase valuable experience and understand different cultures due to the tourism development. It is show that 1.8%, 1.8% and 2.9 % of the respondents very strongly disagree, strongly disagree and disagree. 6.5% of the respondents were neutral. The 40.0% of the respondents agree, 23.5% of the respondents strongly agree and 23.5% of the respondents very strongly agree residents increase valuable experience and understand different cultures due to the tourism development. As a result of the survey, 87% of the respondents accepted that residents increase valuable experience and understand different cultures due to the tourism development.

The mean value 5.590 of the responded agreed tourism development has increased in the availability of recreational destination area. It is show that 2.4%, 0.9% and 0.3% of the respondents very strongly disagree, strongly disagree and disagree. 2.6% of the respondents were neutral. The 45.3% of the respondents agree, 27.6% of the respondents strongly agree and 20.9% of the respondents very strongly agree tourism development has increased in the availability of recreational destination area. As a result of the survey, over 93% of the respondents accepted that tourism development has increased in the availability of recreational destination area.

The mean value 5.300 of respondents agreed that development of tourism improved living standard of community. It is found that 37.1% of the respondents agree, 29.1% of the respondents strongly agree and 15.6% of the respondents very strongly agree living standard of community is improved due to development of tourism. The 8.8% of the respondents were neutral. 8.2%, 0.6% and 0.6% of the respondents disagree, strongly disagree and very strongly disagree. As a result of the survey, over 81% of the respondents accepted those living standards of community are improved due to development of tourism.

The mean value 6.020 of respondents accepted that residents are courtesy and hospitable towards tourists. It is found that 1.5%, 0.3% and 2.1% of the respondents very strongly disagree, strongly disagree and disagree. 1.5% of the respondents were neutral. The 24.4% of the respondents agreed, 26.5% of the respondents strongly agree and 43.8% of the respondents very strongly agree residents are courtesy and

hospitable towards tourists. As a result of the survey, over 94% of the respondents believed that residents are courtesy and hospitable towards tourists.

The mean value 5.430 of respondents agreed that tourism development has improved the morality of residents. It is show that 40.9% of the respondents agreed, 31.5% of the respondents strongly agree and 16.8% of the respondents very strongly agree residents the morality of residents increases due to the development of tourism. The 4.1% of the respondents were neutral. 4.1%, 1.2% and 1.5% of the respondents disagree, strongly disagree and very strongly disagree. As a result of the survey, over 89% of the respondents accepted that the morality of residents was increased by tourism development.

The mean value 5.460 of the responded agreed tourism has gained the social benefits for each resident. It is found that 0.3%, 0.6% and 5.6% of the respondents very strongly disagree, strongly disagree and disagree. The 6.2% of the respondents were neutral. The 40.3% of the respondents agree, 28.8% of the respondents strongly agree and 18.2% of the respondents very strongly agree tourism has gained the social benefits for each resident. As a result of the survey, over 87.3% of the respondents accepted that tourism has gained the social benefits for each resident.

The mean value 5.110 of respondents agreed that there has been increased in begging by tourism development. It is found that 2.9%, 23.2% and 18.2 % of the respondents very strongly disagree, strongly disagree and disagree. The 2.1% of the respondents were neutral. The 27.4% of the respondents agree, 18.5% of the respondents strongly agree and 7.6% of the respondents very strongly agree there has been increased in begging by tourism development. As a result of the survey, over 50% of the respondents accepted that there have been increased in begging tourism development.

Table 5.11 Environmental Impact of Tourism Development

Particular	Very strongly disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Very strongly agree	Mean
Tourism development provides an incentive for the restoration of historical building and conservation of natural resources.	1.8%	0.3%	4.1%	7.1%	25.9%	32.9%	27.9%	5.660
Min Kun is a place to find peace and quiet due to tourism development.	0.3%	0.3%	2.9%	1.5%	31.2%	31.8%	32.1%	5.860
Environmental awareness has risen because of tourism development.	0.6%	0.3%	3.8%	3.8%	27.6%	37.6%	26.2%	5.760
Due to tourism development, there has been greater protection of the natural environment.	1.8%	0%	3.8%	4.1%	29.4%	37.1%	23.8%	5.660
Tourism development has decreased the problem of garbage disposal.	0.6%	3.2%	11.5%	0.9%	27.1%	27.9%	28.8%	5.490
Tourism development has improved the living utilities infrastructures (supply of water, electric and telephone etc…)	0.9%	0.3%	2.9%	0.6%	26.2%	35.0%	34.1%	5.920
Environmental pollution has increased due to the tourism development.	6.7%	10.9%	22.6%	4.1%	27.1%	16.0%	12.6%	4.800

Source: Survey Data, 2021

The data collected from the Min Kun's respondents through 7 specially structured questions. The views of the respondents on environmental impact are collected.

About the mean value 5.660 of the respondent agreed that tourism development provides an incentive for the restoration of historical building and conservation of natural resources. It is found that 27.9% of the respondents very strongly agree, 32.9% of the respondents strongly agree and 25.9% of the respondent agree. The 7.1% of the respondents were neutral. 4.1%, 0.3% and 1.8% of the respondents disagree, strongly disagree and very strongly disagree with an incentive for the restoration of historical building and conservation of natural resources are provided by tourism development. The respondents accepted that they provide an incentive for the restoration of historical building and conservation of natural resources in tourism development.

The mean value 5.860 people agreed a place to find peace and quiet due to tourism development in Min Kun is developed. 32.1% of the respondents very strongly agree 31.8 % of the respondents strongly agree and 31.2% of the respondents agree a place to find peace and quiet due to tourism development in Min Kun is developed. 1.5% of the respondents were neutral. It is found that 2.9% of the respondent disagrees, 0.3% of the respondents strongly disagree and 0.3% of the respondents very strongly disagree. They accepted that a place to find peace and quiet due to tourism development in Min Kun is developed.

The mean value 5.760 of the respondent agreed that the respondents answer environmental awareness has risen because of tourism development. It is found that 26.2% of the respondents very strongly agreed, 37.6% of the respondents strongly agreed and 27.6% of the respondent agreed. The 3.8% of the respondents were neutral. 3.8%, 0.3% and 0.6% of the respondents disagreed, strongly disagreed and very strongly disagreed with environmental awareness has risen because of tourism development. The respondents accepted that the respondents answer environmental awareness has risen because of tourism development.

The mean value 5.660 of the respondent agreed that there has been greater protection of the natural environment due to tourism development. It is found that 29.4% of the respondents agreed, 37.1% of the respondents strongly agreed and 23.8% of the respondents very strongly agreed protection of the natural environment has increased due to tourism development. The 4.1% of the respondents were neutral.

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3.8% and 1.8% of the respondents disagreed and very strongly disagreed. As a result of the survey, over 90% of the respondents believed that there has been greater protection of the natural environment due to tourism development.

The average 5.490 of respondents have good practices of garbage disposal because of tourism. 28.8% of the respondents very strongly agree, 27.9 % of the respondents strongly agree and 27.1 % of the respondents agree residents received good practices on waste disposal through the development of tourism. Now there are many government offices in Min Kun and the government provides one garbage truck to collect waste disposal once per week in every ward. The 0.9 % of the respondents was neutral. It is show that 11.5% of the respondent disagrees, 3.2% of the respondents strongly disagree and o.6% of the respondents very strongly disagrees. They accepted that respondents have good practices of garbage disposal because of tourism.

About the mean value 5.920 of the respondent agreed that tourism development has improved the living utilities infrastructures (supply of water, electric and telephone etc…). This is the highest point of the environmental effect. It is found that 34.1% of the respondents very strongly agree, 35.0% of the respondents strongly agreed and 26.2% of the respondent agree. The 0.6% of the respondents were neutral. 2.9%, 0.3% and 0.9% of the respondents disagrees, strongly disagree and very strongly disagree with tourism development has improved the living utilities infrastructures (supply of water, electric and telephone etc…). The respondents believe that they improved the living utilities infrastructures (supply of water, electric and telephone etc…) due to tourism development.

The mean value 4.800 of the respondent agreed that environmental pollution has increased due to the tourism development. It is found that 12.6% of the respondents very strongly agreed, 16.0% of the respondents strongly agreed and 27.1% of the respondent agreed. The 4.1% of the respondents were neutral. 22.6%, 10.9% and 6.7% of the respondents disagreed, strongly disagreed and very strongly disagreed with environmental pollution has increased due to the tourism development. As a result of the survey, over 44% of the respondents are not accepted that environmental pollution has increased due to the tourism development.

Table 5.12 Residents' Attitude Based on Tourism Development

Particular	Very strongly disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Very strongly agree	Mean
Increasing the number of tourists visiting on area improves the local economy.	0.6%	0%	1.5%	0.9%	24.1%	23.2%	49.7%	6.170
Shopping, restaurants, entertainment options are better as a result of tourism development.	1.5%	5.0%	6.8%	4.1%	37.9%	29.1%	15.6%	5.220
Tourism contributes to income and standard of living.	0.9%	0.9%	2.4%	1.8%	28.2%	30.0%	35.9%	5.890
Tourism provides the increase of recreational places for local residents.	0.6%	0.6%	3.2%	2.6%	35.0%	37.9%	20.0%	5.640
Tourism provides incentives for protection and conservation of natural resources.	0.3%	0%	2.6%	8.5%	30.9%	39.1%	18.5%	5.610
Tourism helps preserve the cultural identity and restoration of historical buildings.	0.3%	0.3%	3.2%	4.1%	30.0%	33.8%	28.2%	5.780
My family's economic future depends upon tourism in Min Kun.	3.2%	9.4%	7.9%	2.9%	26.5%	27.4%	22.6%	5.130

Source: Survey Data, 2021

The data collected from the respondents through 7 structured questions. The views of the tourism development based on respondents' attitudes are collected.

The mean value 6.170 of the responded agreed increasing the number of tourists visiting on area improves the local economy. It is found that 0.6% and 1.5 % of the respondents very strongly disagree and disagree. The 0.9% of the respondents was neutral. The 24.1% of the respondents agree, 23.2% of the respondents strongly agree and 49.7% of the respondents very strongly agree the number of tourists visiting on area improves the local economy. As a result of the survey, 97% of the respondents accepted that increasing the number of tourists visiting on area improves the local economy.

The mean value 5.220 of respondents agreed that shopping, restaurants, entertainment options are better as a result of tourism development. It is found that 1.5%, 5.0% and 6.8% of the respondents very strongly disagree, strongly disagree and disagree. The 4.1% of the respondents were neutral. The 37.9% of the respondents agree, 29.1% of the respondents strongly agree and 15.6% of the respondents very strongly agree shopping, restaurants, entertainment options are better as a result of tourism development As a result of the survey, over 82% of the respondents accepted that shopping, restaurants, entertainment options are better as a result of tourism development.

The mean value 5.890 of respondents accepted that tourism contributes to income and standard of living. It is found that 28.2% of the respondents agree, 30.0% of the respondents strongly agree and 35.9% of the respondents very strongly agree resident's income and standard of living contribute due to the development of tourism. The 1.8% of the respondents was neutral. 2.4%, 0.9% and 0.9% of the respondents disagree strongly disagree and very strongly disagree. As a result of the survey, over 94% of the respondents accepted that income and standard of living was contributed by to the development of tourism.

The mean value 5.640 of respondents accepted that tourism provides the increase of recreational places for local residents. It is found that 0.6%, 0.6% and 3.2% of the respondents very strongly disagree, strongly disagree and disagree. The 2.6% of the respondents were neutral. The 35.0% of the respondents agreed, 37.9% of the respondents strongly agree and 20.0% of the respondents very strongly agree tourism provides the increase of recreational places for local residents. As a result of

the survey, over 92% of the respondents accepted that tourism provides the increase of recreational places for local residents.

The mean value 5.610 of respondents agreed that tourism provides incentives for protection and conservation of natural resources. It is found that 30.9% of the respondents agree, 39.1% of the respondents strongly agree and 18.5% of the respondents very strongly agree tourism provides incentives for protection and conservation of natural resources. The 8.5% of the respondents were neutral. 2.6% and 0.3% of the respondents disagree and very strongly disagree. As a result of the survey, over 88% of the respondents accepted that tourism provides incentives for protection and conservation of natural resources.

The mean value 5.780 of the responded agreed tourism helps preserve the cultural identity and restoration of historical buildings. That were increased the negative effect due to the Corona virus outbreak. It is found that 0.3%, 0.3% and 3.2 % of the respondents very strongly disagree, strongly disagree and disagree. The 4.1% of the respondents were neutral. The 30.0% of the respondents agreed, 33.8% of the respondents strongly agree and 28.2% of the respondents very strongly agree resident's cultural identity and restoration of historical buildings decreases due to Corona virus outbreak. As a result of the survey, 90% of the respondents accepted that cultural identity and restoration of historical buildings were decreased due to Corona virus outbreak.

The mean value 5.130 of respondents agreed that my family's economic future depends upon tourism in Min Kun. It is found that 3.2%, 9.4% and 7.9% of the respondents very strongly disagree, strongly disagree and disagree. 2.9% of the respondents were neutral. The 26.5% of the respondents agree, 27.4% of the respondents strongly agree and 22.6% of the respondents very strongly agree my family's economic future depends upon tourism in Min Kun. As a result of the survey, over 76% of the respondents accepted that my family's economic future depends upon tourism in Min Kun.

5.3 Multiple Linear Regression Model for Effect on Residents' Attitudes in Min Kun Area

The multiple regression analysis is applied to investigate the factors of tourism development based on residents' attitudes in Min Kun area. To develop the multiple regression model, tourism development based on residents' attitudes are used as dependent variable and economic impact of tourism, social impact of tourism, cultural of tourism and environmental impact of tourism are used as independent variables.

Table 5.13 Summary Results of Multiple Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.723	0.252		6.838	0.000	
Economic	0.276***	0.041	0.318	6.693	0.000	1.352
Cultural	0.205***	0.035	0.282	5.861	0.000	1.389
Social	0.198***	0.049	0.220	4.025	0.000	1.790
Environmental	0.021**	0.032	0.029	0.640	0.0520	1.247
R^2	0.442					
Adjusted R^2	0.435					
F-Value	66.221					

Source: Output

***denotes significant at 1%level, ** denotes significant at 5%level,* denotes significant at 10%level

Multiple regression equation is

$$Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon_i \tag{5.1}$$

Y = Tourism development based on residents' attitudes

X_1 = Economic impact of tourism

X_2 = Cultural impact of tourism

X_3 = Social impact of tourism

X_4 = Environmental impact of tourism

Multiple regression equation is

$$\hat{Y} = 1.723 + 0.276X_1 + 0.205X_2 + 0.198X_3 + 0.021X_4 \qquad (5.2)$$

The equation shows that, tourism development based on residents' attitudes is expected to increase by 1.999 units; if economic impact of tourism increases by 1unit and other variables are constant. If cultural impact of tourism is increased by 1 unit and help other variables are constant, tourism development based on residents' attitudes is increased by 1.928 units. Tourism development based on residents' attitudes is increased by 1.921 units; if social impact of tourism is increased by 1unit and other variables are constant. If environmental impact of tourism is increased by 1unit and other variables are constant, tourism development based on residents' attitudes is increased by 1.744 units.

Results show that F value is 66.221 that is significantly at p= 0.000(<0.01), suggesting that independent variables are significantly. R^2 is 0.442 and adjusted R^2 is 0.435. This model explains that the variation of tourism development based on residents' attitudes is predicted by economic impact of tourism, social impact of tourism, cultural impact of tourism and environmental impact of tourism as the value of adjusted R^2 is around 43.5%. It had been found that economic impact of tourism, cultural impact of tourism and social impact of tourism are statistically significance at 1% level and environmental impact of tourism is statistically significant at 5% level. The regression coefficient between economic impact of tourism and tourism development based on residents' attitudes is 0.276(t= 6.693, p= 0.000). The regression coefficient between cultural impact of tourism and tourism development based on residents' attitudes is 0.205(t=5.861, p=0.000). The regression coefficient between social impact of tourism and tourism development based on residents' attitudes is 0.198(t= 4.025, p=0.000). The regression coefficient between environmental impact of tourism and tourism development based on residents' attitudes is 0.021(t=0.640, p= 0.052).This shows that there is a direct relationship between tourism development based on residents' attitudes and economic impact of tourism, cultural impact of tourism, social impact of tourism and environmental impact of tourism.

5.3.1 Testing for the Assumption about Multiple Regression

To determine the violation of required assumption from multiple linear regression models for residents' attitudes of Min Kun area, the following procedures are used.

(1) Testing for Normality of Disturbance

One of the basic assumption is that disturbance are normally distributed with zero mean and constant variance. To check whether the disturbances are normally distributed, histogram, and Normal P-P plot of the disturbances can be constructed. They are histogram of the standardized residual and Normal P-P plot of the standardized residual for residents' attitudes of Min Kun area. These plots are shown in figure 5.3, 5.4.
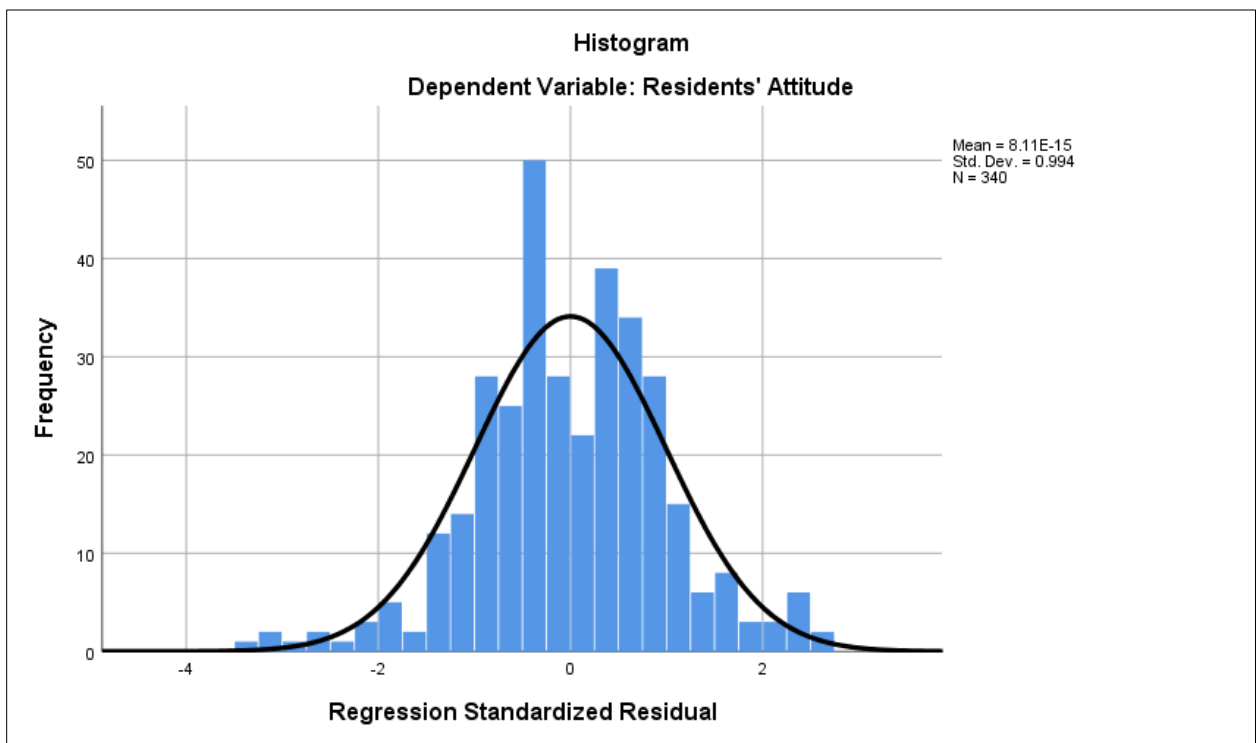
Source: Survey Data, 2021

Figure 5.3 Histogram for Residuals

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Residents' Attitude
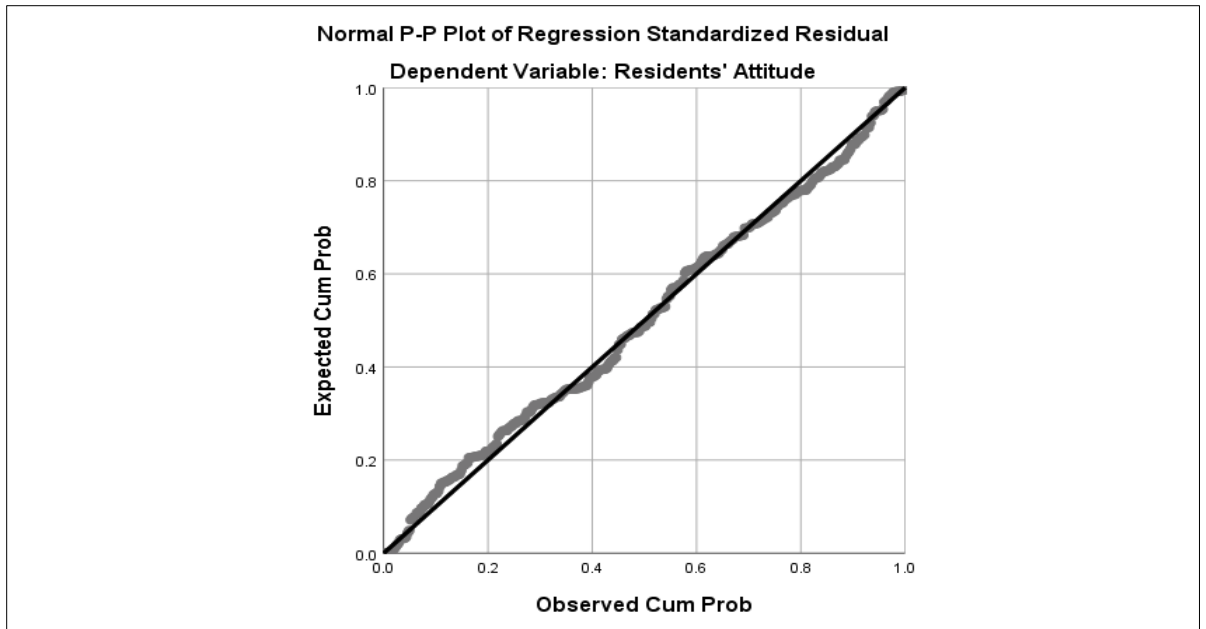
Source: Survey Data, 2021

Figure 5.4 Normal P-P Plot for Residuals

The histogram in figure 5.3 appears to be pile fashioned. Similarly, The Normal P-P plot is virtually straight line. According to histogram and Normal P-P plot, it can be concluded that the normality assumption appears to be generally reasonable.

(2) Testing for Homoscedasticity of Disturbances

Another basic assumption of multiple regression models is homoscedasticity. In the presence of heteroscedasticity the regression coefficients become less efficient. Heteroscedasticity can often be detected by plotting the estimated Y values against the disturbances. If any pattern is displayed, heteroscedasticity is likely present. Figure 5.5 represents the predicted residents' attitudes on X axis and the residual for residents' attitudes on Y axis.
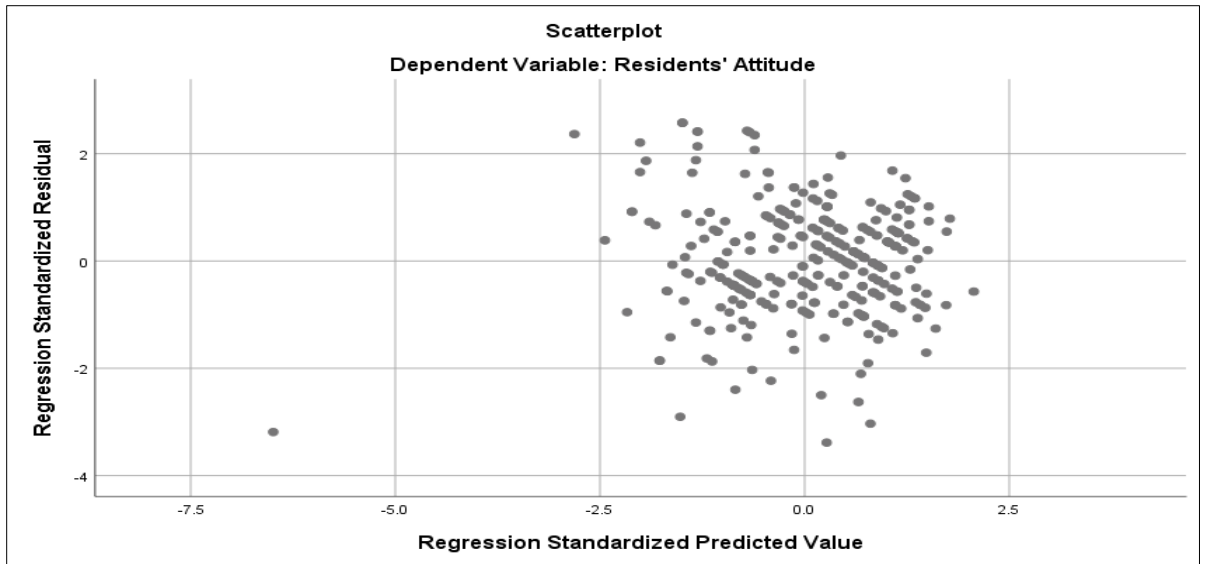
Source: Survey Data, 2021

Figure 5.5 Residual Pattern for Heteroscedasticity of

Residents' Attitudes of Min Kun Area

The figure shows that heteroscedasticity appears to be absent.

(3) Detecting Multicollinearity

Multicollinearity arises when one of the independent variables is linearly related to one or more of the other independent variables. Such a situation violates one of the assumptions for multiple regressions. Specifically, multicollinearity occurs if there is a high correlation between two independent variables.

Table 5.14 Tolerance and VIF of Independent Variables

No	Independent Variable	Tolerance	VIF
1	Economic Factor	0.740	1.352
2	Cultural Factor	0.720	1.382
3	Social Factor	0.559	1.790
4	Environmental Factor	0.802	1.247

Source: Output

To detect multicollinearity, the variance inflation factor (VIF) is used. It is measure the degree of multicollinearity contributed by independent variable. In the multiple regression models, the VIF for economic, social, cultural and environmental are 1.352, 1.389, 1.790 and 1.247 respectively. The sum of VIF for these independent variables is 5.778. Since the sum of the VIF is less than 10, then it is concluded that multicollinearity is not serious problem in the multiple regression model for residents' attitudes.

CHAPTER 6

CONCLUSION

This thesis focused on exploring tourism development based on residents' attitudes. Regarding tourism's positive impacts in Min Kun area, residents have more opportunities to make contact with external cultures, improve the destination's economic impact of tourism development, and so on. This chapter focuses on the conclusion of the thesis related to findings, suggestions and recommendations and needs for further study.

6.1 Findings

The overall objective of this research is to examine the development of the tourism sector based on residents' attitudes.

Regarding research objective (1) the tourism sector in Sagaing is experiencing significant growth. The number of visitors to the Sagaing Region has increased in 2019 but abruptly stopped in 2020 due to the coronavirus. The number of hotels, motels and guest houses in Sagaing is increased annually from 2016 to 2020. The numbers of rooms are similarly increased from 2016 to 2020. Income from tourism in Sagaing is reduced from 163308 dollars in 2016 to 158186 dollars in 2017. After that, there was a slower rise in numbers of tourist arrivals in Sagaing to 2019 is 183636 dollars and then abruptly reduced in 2020 is 82319 dollars due to the coronavirus. The total region tour guides in Sagaing is 48. Among them, English is the most tour guides in Sagaing to 2019. The variety of tourism experiences Sagaing has to offer, tourism has the potential to contribute significantly to employment creation and economic growth.

According to this study, resident's attitudes are analyzed on tourism development in Min Kun, Sagaing. Survey distributors delivered a questionnaire to 340 randomly selected residents of Min Kun. Among them, the female respondents were more frequent and interested to answer the survey questions than the male respondents. Most of 115 respondents have between 39 to 50 years. The household size was middle level in Min Kun. Most of the respondents were the daily-labors. Therefore, the occupation of the respondents in this town is still low. The most of respondents are higher education but had no higher education degree.

Regarding research objective (2) this paper is studied about tourism development of economic impact of tourism, social impact of tourism, cultural impact

of tourism and environmental impact of tourism in Min Kun. Findings of this study show that tourism development in Min Kun area created positive tourism impact. Employment results an increase in income of the residents and facilitates increasing standard of living. Increased female's participation in economic activities, their socio-economic empowerment and awareness about education are important social and cultural impacts of tourism development toward tourism in Min Kun area.

The findings of the research are precisely summarized according to economic impact of tourism, social impact of tourism, cultural impact of tourism and environmental impact of tourism. The result shows that there are a direct relationship between dependent variable (tourism development based on residents' attitudes) and independent variables (economic impact of tourism, cultural impact of tourism, social impact of tourism and environmental impact of tourism). It is found that tourism brings economic benefits to residents in the forms of employment opportunities, increase in income of development of small and medium size enterprises, environmental awareness. The findings are that economic benefits are evenly distributed among local people.

The study identifies significant changes in social impact of tourism; cultural impact of tourism and resident's attitudes about education, female's empowerment and attitude of residents caused by demonstrations. Female are now involved in tourism related jobs and businesses, taking more decision-making power and are acting roles in family and society. Fortunately, demonstration effects are staying cultural heritage of the host community.

As tourism sector develops, local community begins to aware the importance of maintaining natural resources. The environment can be destroyed by the overconsumption of natural resources and waste disposals. Thus, local people start to manage the disposal of wastages.

6.2 Suggestions and Recommendations

The current study offers important insights for the practice of tourism development based on residents' attitudes in Min Kun. The result of the study is influenced by the residents' attitudes of tourism impacts and encourages supporting for further development. In relation to Min Kun, developers should employ tourism to improve the Min Kun's quality of community services and provision of entertainment opportunities. To maintain support in the long run, local authorities could also engage

in continuous internal marketing to highlight the positive aspects of Min Kun's image and the potential contribution of tourism development to Min Kun's image.

The local authorities can strategically devise educational programs to secure local residents' support and even involvement in tourism development projects. The educational programs should communicate to residents about the positive and negative impacts of tourism on residents' community. Such programs may be particularly effective for Min Kun's destinations, where residents may be less aware of the various potential impacts. Similarly, residents may have limited knowledge of the potential (positive and negative) environmental implication of tourism development. Such lack of awareness may hinder the progression and success of tourism development projects. Empowering residents via the provision of information on the potential implications of tourism could facilitate residents' support by improving resident's trust in local authorities and leading to more effective and sustainable tourism development plans.

6.3 Needs for Further Study

This study mainly focuses on residents' attitude toward tourism development in Min Kun, Sagaing. It is recommended that the researchers should conduct the comparative analysis studies. The researchers should extend the studies to investigate the negative effect of tourism development impact, tourism attractiveness, and the support policy of tourism development on resident's attitudes. Factor analysis and Structural Equation Model (SEM) can be attempted. Various theories have been used to construct models to explain residents' attitudes toward tourism. Future studies can act research into why residents are influenced by the determinants and to test the relationship between residents' attitudes towards tourism impacts and the tourism planning.

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QUESTIONNAIRES

RESIDENT ATTITUDES TOWARD TOURISM DEVELOPMENT IN MIN KUN, SAGAING

Section (A)

The following questions relate to your demographic background. Please answer the appropriate box in below.

1. Gender ☐ Male ☐ Female

2. Age

3. **Occupation**

☐ Day Laborers ☐ Government employee

☐ Private employee ☐ Private Enterprises

☐ Career ☐ Retired

☐ Volunteer ☐ Student

4. Highest level of education.

☐ Buddhist Education ☐ Primary school

☐ Middle school ☐ High school

☐ University and above ☐ Illiterate

5. Household income sources.

☐ Tourism ☐ Transportation of Tourism

☐ Tourism related business ☐ others

☐ Hotel

Section (B)

This section concerns with the resident's attitude about positive and negative economic, social, cultural and environmental impacts and Residents support for tourism development in Min Kun.

Respondents are requested to answer the following questions with answers from Very Strongly Disagree to Very Strongly Agree on seven point likert scale.

Please check your answer to each statement using 7 points likert scale.

1 = Very Strongly Disagree   5 = Agree

2 = Strongly Disagree   6 = Strongly Agree

3 = Disagree   7 = Very Strongly Agree

4 = Neutral

(I) Economic Impact Due to Tourism Development

N0.	Economic Impact of Tourism	1	2	3	4	5	6	7
1	Tourism development increases employment opportunities for residents.							
2	Tourism creates new business for local residents.							
3	Income of local residents and government has increased due to tourism development.							
4	Tourism increases the other businesses for local residents.							
5	Tourism is the job needed for unemployment men and women.							
6	Due to the Corona virus outbreak, the local resident's jobs opportunities are getting low.							
7	Due to the Corona virus outbreak, the local resident's incomes are getting low.							

(II) Social Impact Due to Tourism Development

No.	Social Impact of Tourism	1	2	3	4	5	6	7
1	Residents increase valuable experience and understand different cultures due to the tourism development.							
2	Tourism development has increased in the availability of recreational destination area.							
3	Tourism development has increased the standard of living of the residents.							
4	Residents are courtesy and hospitable towards tourists.							
5	Tourism development has improved the morality of residents.							
6	Tourism has gained the social benefits for each resident.							
7	There has been increased in Begging by Tourism development.							

(III) Cultural Impact Due to Tourism Development.

No.	Cultural Impact of Tourism	1	2	3	4	5	6	7
1	Tourism development has increased in the availability of cultural activities.							
2	Tourism development has preserved the traditional practices of residents.							
3	The residents are more participation in local culture because of tourism development.							
4	There is much better sense of Min Kun places in history due to tourism development.							
5	Tourism development has increased local awareness and recognition of the local culture and heritage.							
6	The residents have increased more knowledge							

	of their own culture due to tourism development.							
7	Tourism development improves cultural exchange between local residents and tourists.							

(IV) Environmental Impact Due to Tourism Development.

No.	Environmental Impact of Tourism	1	2	3	4	5	6	7
1	Tourism development provides an incentive for the restoration of historical building and conservation of natural resources.							
2	Min Kun is a place to find peace and quiet due to tourism development.							
3	Environmental awareness has risen because of tourism development.							
4	Due to tourism development, there has been greater protection of the natural environment.							
5	Tourism development has decreased the problem of garbage disposal.							
6	Tourism development has improved the living utilities infrastructures (supply of water, electric and telephone etc…)							
7	Environmental pollution has increased due to the tourism development.							

(V) Residents Attitude on Tourism Development.

No.	Impacts of support for tourism Development.	1	2	3	4	5	6	7
1	Increasing the number of tourists visiting on area improves the local economy.							
2	Shopping, restaurants, entertainment options are better as a result of tourism development.							
3	Tourism contributes to income and standard of living.							
4	Tourism provides the increase of recreational places for local residents.							
5	Tourism provides incentives for protection and conservation of natural resources.							
6	Tourism helps preserve the cultural identity and restoration of historical buildings.							
7	My family's economic future depends upon tourism in Min Kun.							

APPENDIX (B)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664[a]	.442	.435	.51913

a. Dependent Variable: Residents' Attitude

b. Predictors: (Constant), Enviromental Impact, Economic Impact, Cultural Impact, Social Impact

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.385	4	17.846	66.221	.000[b]
	Residual	90.280	335	.269		
	Total	161.665	339			

a. Dependent Variable: Residents' Attitude

b. Predictors: (Constant), Enviromental Impact, Economic Impact, Cultural Impact, Social Impact

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.723	.252		6.838	.000		
	Economic Impact	.276	.041	.318	6.693	.000	.740	1.352
	Cultural Impact	.205	.035	.282	5.861	.000	.720	1.389
	Social Impact	.198	.049	.220	4.025	.000	.559	1.790
	Environmental Impact	.021	.032	.029	.640	.052	.802	1.247

a. Dependent Variable: Residents' Attitude